# BROADCASTING

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## THE NEWS MAGAZINE OF THE FIFTH ESTATE


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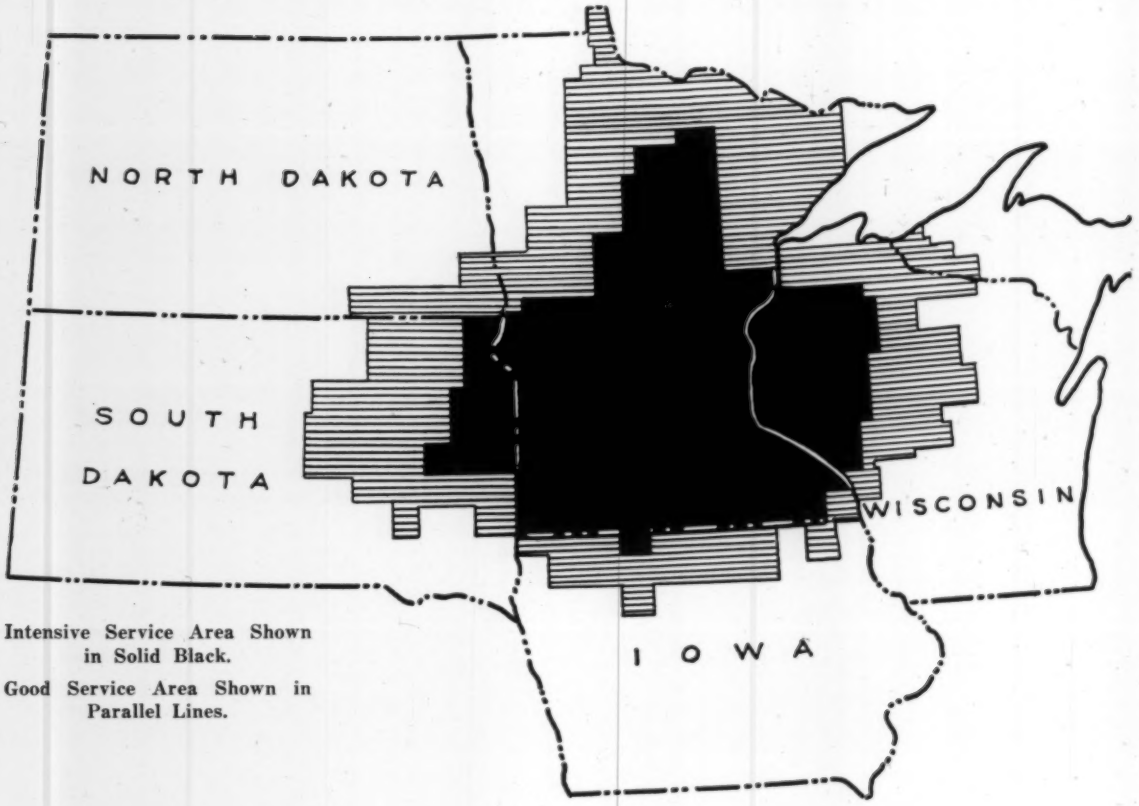


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Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 283,551 sets.

## A 2-Cent Stamp

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1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

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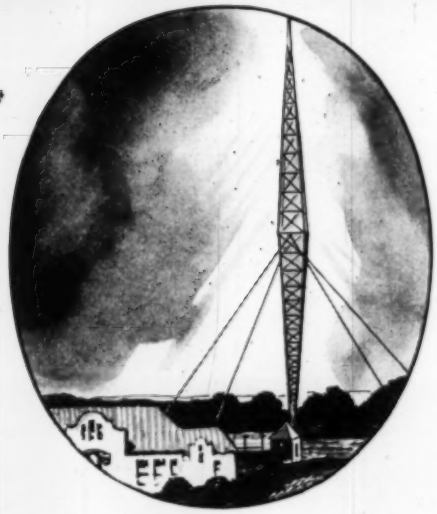

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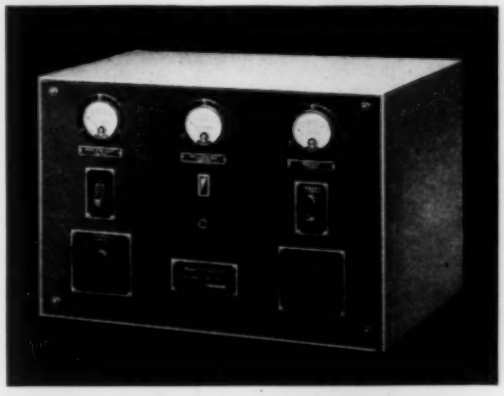

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# BROADCASTING

*The* NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 2, NO. 5 | WASHINGTON, D. C. | MARCH 1, 1932 | $3.00 PER YEAR—15c A COPY


# Copyright Evils Aired Before House Group

By SOL TAISHOFF

## Sirovich Calls A.S.C.A.P. "Racketeers," to Draft New Bill; Caldwell, NAB Counsel, Outlines Industry's Position

Rep. Sirovich

NEW COPYRIGHT legislation designed to protect broadcasting and other interests from the "racketeering" tactics of the American Society of Composers, Authors and Publishers, and to thwart lessor groups seeking tribute for purported copyright ownership, will be drafted by Rep. William I. Sirovich, (D.) of New York, and chairman of the House Committee on Patents.

Specifically charging the ASCAP with what he called "racketeering," Chairman Sirovich launched an exhaustive inquiry into its corporate setup and operation preparatory to drafting new legislation to modernize the copyright laws. Testimony from the various groups interested in copyright legislation has been heard by the committee during the last month, and two officials of the ASCAP remain to be interrogated before the hearings are closed.

In behalf of the organized broadcasters, Louis G. Caldwell, special counsel for the National Association of Broadcasters, testified Feb. 15. He presented the plight of the broadcaster in dealing with the ASCAP, as well as with other copyright units, telling of the iniquities of the existing law and suggesting legislative remedies.

### Gene Buck Testifies

THE ASCAP had its day Feb. 26, with Gene Buck, its president, leading the usual retinue of celebrated composers and authors before the committee. Nathan Burkan, chief counsel, and E. Claude Mills, new general manager of the ASCAP, who recently left the Radio Music Co., NBC subsidiary, were absent, but will testify at a date to be fixed later. Mr. Burkan is in Cuba recuperating from a recent illness. Flanking Mr. Buck, who bore the brunt of the Society defense, were John Philip Sousa, famed bandmaster and composer.

The magic spell which the ASCAP has held over Congress seemed to have broken, however, under the sharp questioning of Rep. Sirovich. He drew from Mr. Buck the admission that the ASCAP is "getting justice" from broadcasters in collecting between $900,000 and $1,000,000 per year in copyright fees. Thereby, he evidently committed his organization to a readjustment rather than a blanket increase in copyright tolls from broadcasters under the "new yardstick" being worked out.

Chairman Sirovich said dissolution of the ASCAP is not sought. The complaint, he asserted, is the manner in which the organization is operated. He demanded better treatment for the composers and authors, and an "equitable readjustment" of copyright fees down the line. He drew the promise from ASCAP witnesses that the ice cream parlor, barber shop and other minor interests would be excluded from copyright licensing of radios or mechanical reproductions of music for their patrons.

ASCAP realizes about $2,000,000 annually, of which about $900,000 comes from radio, $700,000 from motion picture houses and about $400,000 from dance halls, cabarets, etc. Mr. Buck said radio had killed sheet music and phonograph record sales, and thereby had curtailed income. Mr. Romberg also stressed these points, and said that when television becomes a practical medium, all that will be left will be the income from what goes over the air in voice and pictures.

Mr. Buck testified he now receives $35,000 a year in salary, but last year got $25,000. Prior to that he said he drew no salary for 14 years as ASCAP president. Mr. Burkan, he declared, draws $25,000 and Mr. Mills will draw $50,000 as against his $74,000 from Radio Music Co. and its associates.

Recommendation that the two cent per record fee be stricken from the statutes and that composers be left to bargain with RCA-Victor, Columbia, Brunswick and other phonograph record companies on each composition, was made by Mr. Buck. W. W. Clark, of RCA-Victor, agreed.

In presenting the broadcaster's case, Mr. Caldwell was introduced by Harry Shaw, NAB president.

Describing the copyright problem as one of the most vital affecting broadcasting as well as the radio public, Mr. Caldwell told the committee that no person or combination should have the power under the law to nullify the license of a station through assessment of fees which will "stifle this new industry and cripple the service which it is giving to the public."

Congress should not be misled in its consideration of copyright legislation by the "highly exaggerated stories of the profits a few stations are said to be making," the NAB counsel declared. He pointed out there is a great disparity in the economic condition of the 600 stations and that an outlet in New York City presents a far different economic picture from that of a station in the sparsely settled Rocky Mountain area.

"The truth is," he said, "and the information now being gathered by the Radio Commission will bear this out, that comparatively few stations have made substantial profits in the past, and the great majority of stations are in no position to be subjected to heavy burdens of expense for research in copyright matters or for defending litigation for alleged copyright infringements which are innocent and yet impossible to guard against in the present state of the law."

The broadcaster has no quarrel with the claims of the author and composer as presented at the current hearings, Mr. Caldwell asserted, and, subject to proper safeguard, he agrees in principle with their demands. Moreover, he declared, the broadcaster is not seeking the privilege of broadcasting copyrighted works without payment, despite charges to the contrary, but recognizes that he is under obligation to pay a "reasonable fee".

Mr. Caldwell explained that the

### —And They Say It'll Be More Next Year

Copyright, 1932. Drawn for BROADCASTING by "The Congressman-Cartoonist"

copyrighted works which chiefly concern the broadcaster are musical compositions. Stations vary in the proportion of music used in their programs, but he estimated that an average of 60 to 70 per cent of a station's hours of operation are taken up with music and that a full-time station will broadcast between 100 and 200 musical compositions a day. A large proportion of these are copyrighted, he pointed out.

Interpretations which have been placed on the present copyright act by the courts, which have held that a station which broadcasts a copyrighted musical composition without permission of the owner is liable for infringement, were reviewed by Mr. Caldwell. The American Society, he charged, is attempting to settle by itself certain questions not decided in the courts "in the form of the license agreement which it imposes on the broadcaster."

### Points Out Pitfalls

ASSERTING that the automatic copyright provision has many "pitfalls for the innocent infringer," he declared that unintentional violation of a copyright in radio can result, under the present law, in suits against not only the station or network but hotels, restaurants, barber shops, drug stores and other units which permit that program to reach the listening public over a receiving set in their establishment.

"This sort of case," Mr. Caldwell said, "leads us to advocate the principle which we have come to call the single performance principle. We urge that the man who has no control over what music is played and who cannot possibly protect himself against infringement, no matter what precautions he takes and no matter how many license fees he pays, should not be held liable under sound copyright legislation. It seems unsound to us to say that the hotel proprietor who operates a radio receiving set is 'performing' the musical compositions which happen to be transmitted from some broadcasting station, or to say that a station in Washington, D. C., temporarily hooked up to a network, is performing a composition which it receives by wire and which is really being performed at the studio of a key station of a chain in New York.

"Let all responsibility and liabilities rest with the person originating or controlling the original performance, but let all others be protected. The copyright owner is not injured by such a principle."

Damages for innocent infringement, now fixed at a minimum of $250 for each performance, should be reduced "to correspond somewhere near to the damage actually suffered by the copyright owner," the NAB counsel argued. This statutory provision, he asserted, "gives a combination of copyright owners power to accumulate vast claims for damages against a broadcaster or hotel proprietor."

"In the case of innocent infringement (particularly where there has been no copyright notice or registration) there should be no damages at all, and there should be adequate provision against the cumulating of statutory damages out of all proportion to the actual injury. In other words, damages should be damages and not penalties. Penalties should go to the United States Government. I do not know of any other Federal statute which gives private parties the right to collect penalties from other private parties such as does the present Copyright Act."

This minimum penalty clause, together with the provision for attorney's fees, "is one of the cornerstones of the power which the American Society has exercised over broadcasting stations, hotels, restaurants and others," declared Mr. Caldwell. It is the means by which an unscrupulous lawyer can make a living out of innocent infringements. It is a club by which organizations such as the American Society force stations not only to pay license fees but to help the Society collect fees from others."

Invading the inner operations of the Society, Mr. Caldwell declared that the Music Publishers Protective Association has its offices in the same quarters as the Society, has in part the same directors and soon will have the same executive as the Society. He referred, apparently, to E. Claude Mills, one of the Society's founders, who has recently resigned as president of Radio Music Co., NBC subsidiary, to rejoin the Society. Chairman Sirovich at this point declared that a Society official had denied to him that there was any affiliation between the ASCAP and the Protective Association. He asked Mr. Caldwell to be present when the Society officials testified Feb. 26.

### Phonograph Copyright

THE PROTECTIVE Association, Mr. Caldwell continued, has retained control over recorded music, such as phonograph records.

"Under the Copyright Act as it now stands there is a fixed royalty of two cents a record," he explained. "I understand, however, that the association makes certain claims about what we call electritranscriptions. * * * I understand that the publishers claim that not only must the manufacturer of these records pay a royalty to the publishers, the amount of which I do not know, but he must also pay something like 50 cents a record for each time that a broadcasting station broadcasts each record. The station must also, of course, pay a license fee to the American Society covering, in most cases, the very same music that is on the record. I am told that the plan is not to permit any station to broadcast a record manufactured by a concern which is not paying these royalties to the publishers."

Mr. Caldwell recounted the history of the ASCAP, declaring that it now represents about 95 music publishers and several hundred composers and authors. The Society claims control of about 90 per cent of all popular music, a lesser amount of classical music and about 100 per cent of production music. Whatever the percentage, he said, a station cannot go through the usual day's programs which the public wants without using music controlled by the Society.

### Monopoly Charged

COMPETITION in musical composition is destroyed when any large proportion of copyright owners are permitted to pool their interests in one combination, especially when that combination has control of enough music as practically to have a veto power on the continued operation of a station. In other words, he said, copyrighted music is one of the most important raw materials from which a broadcast program is made. Yet control over a very large percentage of this raw material is lodged in one organization—a condition which is not permitted by law in most industries, or, where it is, the combination is subject to severe restrictions and regulation.

One of the greatest abuses inflicted by the Society upon broadcasters is a lack of uniformity in rates, Mr. Caldwell said. The broadcaster has no assurance as to the cost of operating his business next month or next year, he asserted. In the past the Society has entered into license agreements for one year with most stations and has consistently refused longer licenses or to permit the industry to know its future plans.

"At the end of each year it has been the practice of the Society to impose enormous increases of royalties on the licensees, who are virtually powerless to oppose these increases since there is no equality of bargaining power. The station must either take the agreement or refuse it on the Society's terms and there is no room for negotiations."

Right now, he continued, instead of a yearly basis, practically all stations are on a month-to-month basis. He pointed out that the Society announced last November that on or before Jan. 1, 1932, it planned to announce new terms with existing licensees to become

(*Continued on page 24*)

## Gist of Caldwell Copyright Proposals

1. A trustworthy and practicable means by which copyrighted works can be distinguished from works that are in the public domain.
2. Protection against penalties, particularly for innocent infringement. This means:
   (a) That the minimum damage clause should either be made to correspond with the actual damages suffered or be eliminated and penalties, as distinguished from damages, should be payable to the U. S. Government, not to private parties.
   (b) That the single-performance principle should be recognized, so that only the person originating the performance will be liable and no person who does not have control over what music will be played can be held.
3. Protection against abuses of power on the part of combinations of copyright owners.
4. If the author's so-called moral right is to be recognized, protection against the exercise of it against the usual incidents of broadcasting.
5. That ordinary commercial phonograph records shall not be given copyright protection as such.
6. Protection of broadcast programs from piracy.

## Operators in Code No Longer Needed

ABOLITION of the continuous watch requirement on the international distress frequency of 500 kc. by broadcasting stations, ordered by the Radio Commission as a part of the new Rules and Regulations, which became effective Feb. 1, also eliminates the necessity of having unlimited class operators in the control room of stations, according to William D. Terrell, director of the Radio Division, Department of Commerce.

Mr. Terrell explained that formerly it was mandatory for stations assigned between 550 and 1,000 kc. to have operators on duty at all times who held unlimited class licenses, which require a knowledge of code. Stations operating between 1,000 and 1,500 kc. were not required to keep on duty operators conversant with code, because watches on the distress frequency were not essential.

Thus, declared Mr. Terrell, limited class operators may be employed by all stations with the abolition of the listening watch, since by so doing the only necessity for a knowledge of code on the part of broadcast station operators has been eliminated. The new regulation specifies, however, that if developments show a need for distress frequency watches in certain sections of the country, particular stations may be designated by the Commission to maintain such watches.

## Title Registering Bureau For Programs Favored

A CENTRAL bureau for the registration of titles for radio presentations is favored by Clark Kinnaird, director of WINS, New York. Such a bureau, which would be operated possibly as a branch of the National Association of Broadcasters, is needed, he feels, because of frequent conflicts between stations and performers over title rights.

WINS recently discovered that the titles of two of its programs, "Musical Memories" and "The Answer Man," had been used previously by other broadcasters. Mr. Kinnaird also found that three titles originated by the New York station had been innocently duplicated by stations in other sections of the country.

## NBC-WMAQ Deal

AMONG the items listed under the liabilities column of the Chicago Daily News' consolidated balance sheet for 1931, just reported, is one for $576,687 listed as "deferred credit (portion of proceeds from leasing and operating arrangement of radio station deferred over period from Jan. 1, 1932, to Oct. 31, 1934"). When NBC took over 50 per cent ownership and control of the station on Nov. 1, 1931, the consideration was said to be around $600,000.

## KNOW New Call

KNOW ARE the new letters of KUT, at Austin, Tex., a full time 100 watter on 1,500 kc.



XUM

# Applying Broadcasting to Retail Advertising

By I. A. HIRSCHMANN*
Publicity Director, Lord & Taylor, New York

## Radio Warned to Rid Art of Cheap Talent, Dull Sale Talks; Sponsors Rather Than Stations Held Chiefly to Blame

**THIS ADVERTISING MAN who has had considerable experience with radio, points out that it is the sponsor rather than the broadcaster who is responsible for poor programs or tiresome sales talks and that he loses thereby much of his potential audience, always ready to flick a dial. As for newspapers, he observes, they are wasting their tears and their efforts when they fight radio. He holds that each has its place as a medium.**

I. A. Hirschmann

PEOPLE continuously say to me, "You have had some experience with radio and radio advertising. Why is so much of radio bad?" And then they go on to explain that entertainment to them does not consist in helping Kate Smith get her moon over the mountain, and that jazz orchestras playing the same tune hour after hour are worse than the hurdy gurdy, for at least the hurdy gurdy is outside the windows. They tell me that dull phrases hammered into the middle of dull programs are annoying, that many women's voices irritate them.

You have heard these complaints. Probably you have many of them. I don't blame you, nor do the operators of the big stations blame you. Much of radio tends, like the moving picture, to shoot under its audience, to rely on fan mail as the real test of a successful program. And you know as well as I that few people of really critical taste and sound opinion have time to write fan mail. The radio runs a good horse in too many races. One good crooner breeds a whole nauseating tribe of them.

But you can always flick the dial. And there, frequently, you get amusement, you get information, and you don't have to listen to a song about snake oil or soap suds. And there are millions like you, who in this time of depression must make use of the home and its leading entertainment, the radio.

Your duty and my duty is to see that as advertisers we remember these criticisms we make as the radio public and resist tendencies to yammer about our products to the sacrifice of good taste or to waste our advertising money on the crooner, the cheap vaudeville artist with his antiquated wisecracks, or on any of the rest of them which, God willing, the radio will soon shake off the air.

### Radio Can't Be Dismissed

RADIO need not be blamed any more than newsprint for the scorpions hatched beneath her benign wing. If the miracle of radio were not a reality, it is quite possible that we might be sitting around here scratching our heads wondering how to reach our customers in a personal way. Today every advertising man and woman can reach into the very home of the customer herself with an individual, personal appeal and occupy the attention of the woman of the home with a direct conversation, if he knows how to do it.

We in the advertising business must admit that we are essentially wedded to the printed form of presentation. Our first medium was the newspaper. The new children of modern advertising—radio and its infant sister, television—are almost mysterious intruders to us advertisers just as aviation is to the railroad executive. This point of view must be corrected, and quickly. We cannot any more dismiss radio from our daily calculations than railroads can make light of aviation. It is here. Radio is an inseparable part of the habits of America. Radio is growing. Radio is the only industry I know of today that the depression has not hit. Radio is answering a real want. And it is our job to find out what people want—whether through reading or listening—and then to give it to them intelligently.

Radio is a formidable advertising instrument, but how right is it for retail advertising? The answer is that it is paying some retailers. It can be used to pay many more. And here is how.

First, choose the right station. And pick a good one like WOR, for instance. No, I am not associated with it any more, but while I am on the subject, I cannot restrain the temptation to say a few words in praise of a store and a station which could have the courage to create one of the most powerful and valuable instruments that the country knows.

Second, choose the right time. Surveys and experiences have proved that 9 a. m. is universally the best time for a direct selling program. It should not be more than 30 minutes long.

Third, choose a dramatic type of program. You must set the stage. Create some interesting setting around which your character can build up her stories which can be visualized by the listener. Choose a human type of program. Build this personality around the store.

Fourth, choose a consistent plan. Remember you have a vast instrument disseminating nothing but vibrations into the air. Your audience is only potential. The circulation is never guaranteed. People are very free to turn the dial. You must build an audience. You must collect them and hold them. Like anything of importance this cannot be done overnight and for that reason results cannot be expected over night. You don't expect it from a newspaper or a billboard. Don't be impatient with radio.

### Build Good Will First

GIVE YOUR audience an opportunity to warm up to your broadcast before you spring merchandise tests on them. I should say that from three to six months should be spent building goodwill before an attempt is made to barrage your audience with merchandise. At Bamberger's where we introduced what was probably the first consistent retail selling advertising job over the radio, we set out to interest our audience in the personality and human appeal of our radio personality. Her first job was to tie up her program with community activities. The program became warm and human. After six months, when we felt that the audience was responding to this approach, we offered merchandise one day and were stormed with orders.

Now assuming that you choose a radio station, a human type of program, that you do have patience —may I plead with you above all to avoid exaggerated claims in your presentation. Newspaper advertising today in most department stores as well as on radio is frustrating its own purpose to a dangerous degree by extravagant claims. Never was overstatement more hazardous than at a time like this when people are zealously seeking quality. Overstatement in radio is sure death. Spoken by the human voice, it becomes obvious boasting and prattle. And no boomerang aims straighter than a poor program. Don't claim the earth and lose the confidence of your public. With sincerity you can catch their ear and reach their hearts.

Let us take a sale of shirts. We have established a radio program and an audience and are using a good station. We are eager to sell men's shirts. We have 5,000 of them. The obvious way would be to boom the superior qualities of the shirts and price on the air again.

There is another way and the right way, I believe, to stimulate interest, hold it, build confidence and sell the shirts. (The speakers are Katherine Tift Jones as Calliope, Mary Olds as the original Jean Lambert Dale, and Dick Osborne as Harry.)

CALLIOPE: Miss Jean! * * * Miss Jean! * * *
JEAN: What is it?
CALLIOPE: Miss Jean * * * I jes' started into the guest room to close the window * * * and Miss Jean * * * there's a man in there!
JEAN: (Laughs.)
CALLIOPE: Don't laugh, honey * * * I seed him wid my own eyes * * *
JEAN: Of course you did. I'm sorry * * * I forgot to tell you, Calliope. There is a man in the guest room * * * He'll be out here I expect in a few minutes * * * It's Mister Harry * * *
CALLIOPE: Mister Harry? * * * From Georgia? * * * Tain't so!
JEAN: Harry!! Are you awake?
HARRY: Sure I'm awake—and up and clothed and in my right mind. (coming nearer) Hello, Calliope * * *
CALLIOPE: Bless de Lawd * * * It is Marse Harry.
JEAN: Well, I'm glad you're clothed in your right mind * * * It may be clean and presentable. I can't say as much for that shirt * * *
HARRY: No'm * * * I reckon you're right, Cousin Jean. It was a good shirt once * * * but I made up my mind so suddenly to drive north * * * I didn't bring a dud with me * * * I bought a tooth brush on the way * * *
JEAN: Well, you'll certainly have to buy some shirts.
CALLIOPE: Mr. Harry * * * you take that shirt right off * * * Old Calliope will have that shirt washed and ironed in two shakes!
JEAN: That's a good idea. I'll lend you a flannel dressing gown for breakfast.
HARRY: That's fine, Calliope. They probably wouldn't let me in any decent store even to buy some new ones * * * but I will have to have some. Here you are, Calliope * * *
CALLIOPE: Yassuh. And hear you is * * * Miss Jean's red bathrobe. Ain't he hansum, Miss Jean?
HARRY: Go on with you, Calliope * * * you can't fool me * * * Cousin Jean's guest room has too good a mirror * * *
CALLIOPE: (Chuckles.)
HARRY: But I will have to have some new shirts * * *
JEAN: You're lucky, son * * * Remember those white broadcloth shirts I sent you last Christmas;
HARRY: Remember 'em? * * * I'll

(*Continued on page 26*)

* Talk before National Retail Dry Goods Convention in New York, Feb. 4; broadcast by WOR, Newark.

# NBC Growth Continues in 1931, Report of Aylesworth Reveals

## Labor Head Lauds Network's Educational Work; Gross Income for Year Reaches $29,500,000

DEPRESSED business conditions throughout 1931 failed to retard the progress of NBC, which on Nov. 15, last, celebrated its fifth anniversary and which at the end of the year showed a gross income of $29,500,000. Expansion of NBC's facilities last year not only included the addition of 12 member stations but also the addition of 261 employees, bringing its total payroll, exclusive of artists and musicians, to 1,488.

These facts are brought out in the annual report of M. H. Aylesworth, president, just issued. The report shows that 231 clients sponsored programs over the various NBC networks last year. Of the gross income of $29,500,000, revenue from the sale of time to sponsors alone was $25,607,041, an increase of 27.5 per cent over the $20,088,887 of 1930. Remaining revenues were largely from the NBC Artists Service, gross bookings of which exceeded $10,500,000.

### Provides Employment

WHILE Mr. Aylesworth devoted most of his report to outlining the cultural rather than the physical and economic expansion of his company, the facts and figures in his report regarding the economic phase are extremely significant. Probably the most significant feature of the report was a statement by William Green, president of the American Federation of Labor and chairman of the NBC's labor committee. Mr. Green stated:

"In the past year many industries have reached a crisis and have been forced to curtail their activities and limit their production. Many systems of economic retrenchment, some sound and some unsound, have wrought great changes in the industrial makeup. Foremost among those industries which have withstood these encroachments stands the NBC.

"In these days, when such institutions as the public schools have been affected by policies of economy and financial appropriations are lacking for the continuance of many educational programs, it is most heartening to the men and women of labor that the work of this educational medium not only remains unimpaired but in addition has been increased and raised to a higher lever than ever before."

### Would Cleanse Ads

CONCERNING radio advertising, Mr. Green took cognizance of the complaints to his group that advertising is stressed too much on the air.

"While we would not want in any way," he said, "to curb the sale of manufactured goods or to prevent the easiest distribution of information relative to the merits of articles or commodities which are offered for sale and while we realize that advertising finances the company's service and helps to find jobs, labor feels that a good purpose could be served by a careful elimination of some of the more objectionable features in this form of broadcasting."

On the educational side, Everett Case for the education committee reported that during the first ten weeks the National Advisory Council on Radio in Education had received 100,000 requests for reading matter supplementing the radio courses and that the Walter Damrosch music appreciation hour now reaches an estimated school audience of 6,500,000. Aside from the fan mail received by sponsors, the NBC alone, according to Mr. Aylesworth, received more than 5,000,000 audience letters in 1931.

The annual report was submitted to the Advisory Council of NBC meeting in New York Feb. 16. Four new members were elected to the council in 1931, namely, Newton D. Baker, former Secretary of War; the Rev. Henry Sloane Coffin, noted theologian; Robert M. Hutchins, president of the University of Chicago, and Felix M. Warburg, international banker.

### Radio Atmosphere

**"HOW DO you do, ladies and gentlemen? How DO you do?" That's the signature and salutation employed by Johnnie Walker, genial host on the "Isle of Golden Dreams" atmospheric broadcast every Wednesday at 9:30 p.m. over the CBS-Don Lee Pacific coast network. The swish-swish of the surf on the coral strands of the faraway isle then reaches the ears of the listeners. The theme song "My Isle of Golden Dreams" intones an alluring picture of a vacation paradise. The "So-Different" entertainers form a background to the mellow-voiced Johnnie Walker. Classic and popular musical selections vary the program.**

### Log Corrections

A NEW ADDENDA sheet, dated Feb. 1, 1932, showing changes in the broadcasting station listings has been issued by the Radio Commission, and can be procured by addressing the Secretary. A complete new list, which also will bear date of Feb. 1, will be available within the next two weeks.

### Phone Called Barometer Of Public Appreciation

THE TELEPHONE has become a barometer of the public's appreciation of a program or artist on the air, according to an article in the current issue of TELEPHONE NEWS BULLETIN, New York. The NBC New York studios receive 200 fan calls daily, most of them between 6 p. m. and midnight, the article states, and whenever anything unusual occurs the network's switchboard is deluged with telephone inquiries. Some of the calls for request numbers come from points as distant as Texas or Canada.

### Newspaper Pays

A LONG-TERM contract for daily broadcasts of news flashes over WEEU, Reading, Pa., has been signed by the Reading Eagle, evening newspaper, which is paying the station for the period from 3:45 to 4 p. m., according to Clifford M. Chafey, station director.

### NBC Adds KTBS

KTBS, Shreveport, La., joined the Southwest group of NBC on Feb. 28, and became the 88th station associated with the network. Owned by the Tristate Broadcasting System, Inc., the station operates on 1450 kc. with 1 kw.

REVERSING Examiner Elmer W. Pratt, the Radio Commission Feb. 19 granted WCSH, Portland, Me., an increase in daytime power from 1 to 2½ kw. It retains its present 1 kw. night power. Granting of the application places Maine .25 units overquota whereas it was .02 underquota prior to the action. Pratt's recommendation was based on the quota factor.

# Transmission of Sponsored Programs To Foreign Countries Now Permissible

## RCA and A. T. & T. Only Transoceanic Services To Take Advantage of Commission's New Rule

IN RECOGNITION of the growth of international broadcasts and at the request of certain companies, the Radio Commission has made especial provision in its new Rules and Regulations by which such service is made generally available to broadcasters and the public for the transmission of programs, sponsored or otherwise, to foreign countries via transoceanic short waves, or vice versa.

Of significance is the fact that this opens the way for direct transmission of American radio advertising programs to foreign markets through local rebroadcasts. Practically all the Latin-American countries and half the nations of Europe permit radio advertising.

Thus far, it was explained by E. K. Jett, assistant chief engineer of the Commission, only two companies, the A. T. & T., and RCA Communications, Inc., have availed themselves of this provision, and special clauses have been placed in their transoceanic point-to-point licenses to cover such service. All companies engaged in point-to-point public service transoceanic service are eligible.

While international program exchanges showed remarkable growth during the last year, the networks have been the largest customers. NBC now is maintaining a regular link to Hawaii, using RCA circuits, through the addition of KGU, Honolulu, as an outlet. CBS, as well as NBC, is maintaining regularly scheduled broadcasts from Europe, utilizing for the most part the A. T. & T. circuits. Independent stations and especially arranged hookups, however, have used the service in recent months, and both A. T. & T. and RCA have announced regular rate schedules for the service.

The provision in the Rules and Regulations states that point-to-point telephone stations may be licensed for A-3 transmission, which means commercial telephony using a normal band width of 6 kc., and for special emissions, or the provision of high quality telephony, which means the use of bands of more than 6 kc., and which must be specifically written into the licenses.

### Rates for Service

IN THE CASE of the A. T. & T., and its subsidiary, the Pacific Communications Co., 10 kc. bands are specified for high quality service. The A. T. & T. rates are the same as assessed for telephonic service, on a specified time duration basis, which varies according to distance. The company maintains direct radiotelephone contacts with England, Brazil, Argentine, Bermuda and Hawaii. For regular telephone service, other points over the globe are reached via relays.

RCA Communications is now licensed to communicate with 42 foreign points and its stations are classed as point-to-point telegraph outlets. They now also are licensed, under Paragraph 225 of the Rules and Regulations, to use special emissions for point-to-point transmission of address program material intended for rebroadcasting at points beyond the continental limits of the United States. Inasmuch as the company is licensed for fixed public service, which means a radio communications service carried on between fixed stations open to public correspondence, it also must accept program material from any and all of the public.

RCA has established a basic charge of $60 for the first 15 minutes utilized in its Hawaiian service, plus a charge of $1 for each additional minute or fraction thereof. Rates vary correspondingly for other services. A number of rigid conditions have been established, which, among other things, provide that service shall be accepted in order of receipt, that no wire line service is included and that pro rata credit will be given for interrupted service, with no charge for a scheduled broadcast that is marred by transmission conditions.

In a report filed with the Commission, A. T. & T. stated that during 1931 its transatlantic and South American radio channels handled approximately 185 programs, most of which were special events. Certain of these circuits, however, have been used for regular weekly broadcasts.



XUM

# What Broadcast Applicants Should Know

By ELMER W. PRATT
Attorney-Examiner, Federal Radio Commission

## Examiner Hearings Follow Procedure of Federal Courts; Commission System, Though Detailed, is Efficient

Elmer W. Pratt

**TO MANY broadcasters, and even more so to new applicants, the Radio Commission's procedure with regard to broadcast applications is just an expensive ordeal which they only partially understand. The author of this article, who has been with the Commission's legal division since its inception, attempts to clarify this system by explaining the basis for each requirement. In place of a legal maze, there evolves under his guidance an orderly, though formal and judicial, process. The information should be of distinct service to any applicant for new or modified broadcasting facilities.**

HEARINGS before the Federal Radio Commission are governed by a procedure, calculated to promote the interests of the general public as well as to protect the rights of broadcasters and follow closely the time-honored methods developed and used in courts of law in this country for the taking of testimony and the ascertaining of facts.

In general, there are two types of hearings, namely, those with relation to applications for instruments of authorization, i. e., for construction permits, licenses, and renewals, modifications and assignments of licenses; and those with respect to the revocation of licenses. Only the first type will be here considered.

Hearings on applications arise in three different ways:

(1) When an application is granted in whole or in part without a hearing, the grant is conditional and any party aggrieved or whose interests are adversely affected by such grant may obtain a hearing on such application by filing with the Commission within 20 days from the effective date of such grant a protest in writing directed to the action of the Commission making such grant. The protest must be executed and sworn to by a person having knowledge of the facts therein stated and must contain a statement of the facts which protestant expects to prove at the hearing. Upon the filing of such a protest the effective date of the grant is postponed and the application is set for hearing. The protest is taken as a pleading limiting the issues to be tried but is not considered evidence of the facts therein stated.

### Re Partial Grants

(2) WHEN, without a hearing, an application is granted in part or with privileges, terms or conditions other than those requested, an applicant may secure a hearing with respect to the part of the application not granted or with respect to the privileges, terms or conditions which are different than those requested by filing with the Commission, within 20 days of the effective date of the Commission's decision, a written request for such hearing. This request must be accompanied by a statement in writing of the facts which the applicant expects to prove at the hearing. Upon receipt of such a request and statement in proper form the Commission postpones the effective date of its action and sets a time and place for hearing on the application in question and the applicant and other interested parties are notified. Within a period of ten days from the receipt of such notice the applicant must deliver or mail a copy of the statement of facts to be proved to all parties notified of the hearing and must file with the Commission an affidavit stating that this requirement has been met. The written statement of facts to be proved is taken as a pleading, and evidence offered by the applicant at the hearing is limited to proof of the allegations contained in such statement.

(3) When an application is proper upon its face but the Commission is unable, without a hearing, to reach a determination that public interest, convenience and necessity will be served by the granting thereof either in whole or in part and that the granting thereof in whole or in part would not aggrieve or adversely affect the interest of any party holding an instrument of authorization from the Commission, such application is designated for hearing. A written notice is mailed to the applicant setting forth the action of the Commission together with a statement of the Commission's reasons thereof and containing a designation of a time and place for hearing as well as a list of other parties notified. The applicant, in order to avail himself of this opportunity to be heard, must file with the Commission within 20 days of the mailing of the notice a written appearance consisting of a statement of his desire to be heard together with a terse and complete statement in writing of the facts which he expects to prove and an affidavit showing that copies of such appearance and statement have been served upon or mailed to all other parties notified of the hearing. Should an applicant fail to file the required notice and statement within the time limit specified (or such extension as the Commission may grant upon a proper showing), he is defaulted, his application is denied, and the other parties are duly notified. When, however, the appearance and statement are duly and seasonably filed, the application is entered upon the hearing docket. Should the applicant fail to appear and offer evidence in support of his application on the date set for hearing, he is defaulted and the application is denied. The applicant's statement of facts is not evidence but merely a pleading, and this together with the statement of the Commission's reasons for setting the application for hearing constitute the issues to be tried.

### Hearing Procedure

HEARINGS are held before the Commission, a commissioner or an examiner appointed by the Commission and are governed, in general, by the rules of evidence which prevail in civil proceedings in Federal courts. In hearings on applications the burden of proof is upon the applicant who must establish such facts as will warrant a determination by the Commission that public interest, convenience and necessity will be served by the granting of his application. The applicant has the opening and closing of the evidence and argument, if any. (Oral argument is permitted only before the Commission). Unsworn documents and merely cumulative evidence are not admissible. When relevant, a list of all stations, together with their operating assignments, licensed by the Commission in the broadcast band, a list of all applications pending at the date of the hearing with respect to said band and the Commission's rules and regulations having to do with said band and the services permitted therein, become a part of the record in each hearing on an application for broadcasting facilities. Copies of reports of any governmental department or agency made by an employee thereof in the course of his duties, if material and relevant, are admissible in evidence.

Continuances, extensions of time for filing documents or for the taking of other steps in connection with hearing are granted for reasons such as are usually considered sufficient in analogous proceedings in Federal courts. Requests for continuances, extensions of time, etc., must be in writing and must be accompanied by a written statement of the additional time required and the reasons for the request.

When a hearing is held before an examiner the testimony, duly transcribed, is reported by him to the Commission together with his written report containing a recommendation as to the decision to be made in the case and a statement of the facts and grounds upon which the recommendation is based.

### Expert Testimony

AS THE EXAMINER'S report and recommendation, as well as the decision of the Commission, are dependent upon the record made at the hearing, a knowledge as to what facts are essential to a showing that public interest, convenience and necessity will be served by the granting of an application is important to every applicant.

It is impossible to lay down any definite rule or set of rules to define what may constitute a prima facie case with reference to any of the different kinds of applications which come before the Commission. The varying aspects of public interest, convenience and necessity furnish the light by which the evidence is viewed and what constitutes a proper showing in one case may be insufficient in another. The following observations, however, are suggestive of important matters which should be considered in the preparation and presentation of evidence.

In a hearing on an application for a construction permit for a new station all the facts set forth in the application should be established by competent evidence. Special attention should be given the following points: applicant's legal and ethical qualifications; applicant's financial responsibility; type and scope of the service proposed to be rendered; need of the proposed station and service; availability of talent; applicant's technical resources, proposed organization and operating personnel; type and efficiency of apparatus to be installed; quota; availability of facilities interference; commercial feasibility with reference to sponsored programs, advertising, etc., and each of these in its proper relation to each of the others.

Questions of interference must

(*Continued on page 26*)

# Only Eight Stations on '30 Honor Roll

## High Power Broadcasters Conform to 50-Cycle Order Better Than Those of Low Power, Report Shows

By L. A. CORRIDON
Radio Division,
Department of Commerce

L. A. Corridon

SINCE March of last year, when the Radio Division of the Department of Commerce promulgated its first monthly list of "honor roll" stations deviating less than 50 cycles, only eight stations have had the distinction of appearing in each of the 10 similar lists issued from that time up to and including December.

As General Order 116, issued by the Radio Commission on June 22, 1931, requiring that after one year from that date all broadcasting stations must not deviate more than 50 cycles above or below their assigned frequency, becomes effective in about four months, many broadcasters certainly will have to show considerable improvement to get under the wire. However, indications are toward gradual improvement if the lists for November and December are a criterion. These months showed 40 per cent and 45 per cent, respectively, of the stations measured to be deviating less than 50 cycles in comparison with only 19.3 per cent in March when the first list was issued and 32 per cent in July, the first month after General Order 116 was issued.

While these lists have been given the popular title of "honor lists," a considerable number of those not listed may not be "without honor" for the reason that due to their limited amount of power they are not capable of transmitting far enough to enable the nearest monitoring station to receive and measure them. Nevertheless, stations of low power are measured periodically through special transmissions after midnight when other stations operating simultaneously on the same frequency are off the air.

### Stations Consistent

OF COURSE, there are many other causes, such as heterodyning, crosstalk, and the other old familiar static which prevent measurements being made of stations that otherwise would be measured by a stationary monitoring station.

A perusal of the lists issued since last March shows a notable consistency of certain stations to keep under these figures. Nevertheless, it also appears that some stations are, to use sport parlance, "in and outers."

During the last few months several stations at no time went beyond 25 cycles and in the case of a few, it was observed that they did not wander as much as 10 cycles, which is very close to perfection. Of peculiar interest, although an isolated case, is that of a certain station which upon being measured one morning at 9:43 o'clock was found to be deviating 150 cycles higher than its authorized frequency, whereas, at 2:30, 2:35 and at 2:40 o'clock in the afternoon of the same day, it was off 24,700 cycles high, each time. But at 3:40, one hour after the last previous measurement, it was 1,000 cycles low and at 5:08 it measured only 89 cycles low. As in all cases of deviations of 500 cycles or more, the station was notified of its variation and, consequently its apparatus, which temporarily went "palsy," was soon adjusted.

In contrast are two cases in particular of exceptionally fine constancy. One station measured on 25 days, once each day during a recent month, showed a total deviation of only 27 cycles for the 25 measurements. The other station measured once a day for 24 days during the same month showed only a total deviation of 26 cycles. In each case it will be seen that the average deviation per day was about 1 cycle.

### High Power Sets Pace

IN GENERAL, the majority of high-powered stations and other stations which are classed among those more popular are keeping nearer to their frequencies than those of low power. Occasionally some of the better stations jump out of bounds, but in most cases they are back again within a few minutes.

The eight stations which have been in each of the ten lists are as follows:

| CALL | LOCATION | FREQUENCY | POWER |
|---|---|---|---|
| KFDM | Beaumont Tex. | 560 kc. | 500 w. night, 1,000 w. day. |
| KFEQ | St. Joseph, Mo. | 680 kc. | 2,500 w. |
| KHQ | Spokane, Wash. | 590 kc. | 1,000 w. night, 2,000 w. day. |
| KMO | Tacoma, Wash. | 860 kc. | 500 w. |
| WEEI | Boston | 590 kc. | 1,000 w. |
| WHO* | Des Moines | 1,000 kc. | 5,000 w. |
| WOC* | Davenport, Ia. | 1,000 kc. | 5,000 w. |
| WSB | Atlanta | 740 kc. | 5,000 w. |

*Stations WHO and WOC are synchronized on a common frequency.

## A.T.&T. to Extend New Cable Circuit

THE NEW TYPE of broadcast cable circuit introduced by the A. T. & T. last year gradually will be extended over the entire cable network of that company, according to a report submitted to the Radio Commission detailing 1931 radio operations. The cable has a practically flat frequency characteristic from 50 to 8,000 cycles, which, A. T. & T. declared, permits the transmission of programs with practically no loss in quality in the tonal value of music, speech or sound effect. Program service by means of stormproof cables also gives an added assurance against the possibility of interruptions, it stated, the cable owing its high efficiency to special loading and the use of special amplifiers. Parts of NBC and CBS already have been equipped with the cable.

During 1931 A. T. & T. furnished program transmission circuits measuring more than 44,000 miles, actually about 90,000 miles of wire, to 12 networks. Of the total, 32,500 circuit miles were furnished to 7 permanent networks operating 16 consecutive hours daily, 6,500 circuit miles to temporary networks for service on temporary recurring periods, and 5,000 miles to permanent nets for special programs. In addition, 34,000 miles of telegraph and teletypewriter circuit were furnished for use to coordinate program circuits.

Concerning synchronization, A. T. & T. said further studies and tests were made in 1931 resulting in the development of a "synchronized crystal system." In this system the stations synchronize operate from separate crystals kept in step by a frequency transmitted over wire lines. This type of system has the advantage of not being susceptible to slight wire line troubles such as instantaneous disturbances due to lightning or other instantaneous power inductions, A. T. & T. held.

A new 100-watt transmitter, a. c. operated and so constructed that the power output can be raised to 250, 500 or 1,000 watts by addition of suitable amplifier units, was developed during the year. Also developed was a new half-wave type of mast antenna in which the mast itself acts as the radiating element. WABC, New York, it is pointed out, uses an antenna of this type, with a field strength approximately 40 per cent greater than that radiated by the old type antenna for the same power output.

## Reporters on WGAL

BESIDES chasing fire engines, accompanying police on raids and interviewing persons who figure in the news of the day, reporters on the staff of THE INTELLIGENCER JOURNAL, Lancaster, Pa., appear regularly on the air over WGAL, the newspaper's station, and present local and national news dispatches. In many instances the reporters describe events they witnessed.

AN EXPERIMENT in civic government broadcasting was inaugurated last January by CKGW, Toronto, with an invitation to the mayor-elect to make a five-minute address twice a month over the station on various phases of municipal affairs.

## Devices to Check Frequencies Tested

### Standards Bureau to Report On Industry's Products

AT THE REQUEST of the Radio Commission, the Bureau of Standards has begun the testing of several types of special frequency-checking equipment now offered by various manufacturers to broadcast stations. These equipments are intended to fulfill the requirements specified in the Commission's Regulation No. 145.

The regulation requires every broadcast station, on and after June 22, this year, to maintain its frequency within plus or minus 50 cycles of the assigned frequency and to have some form of visual indicating instrument, entirely independent of the frequency-control equipment, to indicate the departure of the station frequency from the assigned frequency. From the results of the tests as reported by the bureau to the Commission, approval or disapproval of the frequency checking equipment will be determined by the Commission.

The manufacturers of such equipment, after making arrangements for test with the commission, forward the sample equipment, adjusted for use at 1,500 kilocycles, to the Bureau of Standards for test. The approval of a particular type of equipment will be announced to the broadcast stations by the Radio Commission; the individual frequency-checking equipment of that type will not have to be tested by the bureau.

The frequency-checking equipments thus far offered consist of a temperature-controlled piezo oscillator of great accuracy and stability having either the frequency of the broadcast station or else differing from it by 500 or 1,000 cycles, and suitable systems for bringing the frequency of the transmitter and piezo oscillator together, rectifying and amplifying the frequency difference and impressing it upon a direct-reading frequency meter with a scale reading from 0 up to 50 or 100 cycles in both directions. Some of these equipments are made to operate entirely from alternating current supply, while others use alternating current only for the heating units.

The tests, 14 in number, made by the bureau on each equipment, require about five weeks to complete. Some of the 14 tests are made 12 times during the month. The tests include such items as accuracy, sensitivity, temperature control stability, and such miscellaneous tests as the effects of changing tubes, varying voltages, etc. Tests at room temperatures of 15°, 25°, and 35° C. are included. The tests are intended to show what performance may be expected from the equipment in actual use in a broadcast station.

## WEDH Now WERE

STATION WERE is the new call for the ERIE (Pa.) DISPATCH-HERALD broadcasting station, the Radio Commission having authorized the change from WEDH, former call.



XUM

# How KSTP Built Model Home Without Cost

By STANLEY E. HUBBARD
General Manager, KSTP, St. Paul

## Building Promotion Scheme Creates Advertising Revenue; Thirty-Six Programs Portray Construction Progress

Stanley Hubbard

**HERE'S A STORY of how one station did more than broadcast "home sweet home" and "cozy nest" songs to encourage home construction, and how its efforts proved profitable both to the broadcaster and the business firms which cooperated in the venture. The scheme required no initial investment by the station although it resulted in the building of a $20,000 residence and the sale of thirty-six half hour programs during summer months when radio advertising was at a low ebb. The scheme could be readily adapted to almost any community.**

MILLIONS upon millions of radio listeners have heard advice in song about the desirability of building a home for two, with room for future arrivals, but it remained for KSTP to broadcast something more than good ideas. KSTP admits broadcasting its share of "home, sweet home" numbers but claims the distinction of being the only station on record that has actually followed the suggestion by erecting a cozy little nest.

Perhaps "cozy little nest" is not exactly the right phrase, although it is considered amply sufficient by song writers, for the KSTP model home is a modern and up-to-date dwelling valued at $20,000 and is located in the Minneapolis Country Club district.

After a preliminary investigation had proved that the idea was sound, KSTP laid its proposal before the Minneapolis Builders Exchange. Then the fur began to fly, or perhaps we should change the old saying to include something about lumber or building materials. But at any rate progress was speedy. Clyde W. Smith became the architect around whom all activities centered and Samuel S. Thorpe, president of a leading Minneapolis real estate firm, who immediately saw the possibilities, became the essential realtor.

But, you may say, what was to be used for money? And that leads to the nub of the construction story. The contractors and material men agreed to furnish material and labor at cost, and Mr. Thorpe agreed to pay for the house in certificates of the architect as work progressed. To start the KSTP radio house building campaign, he contracted for three broadcasts to feature the subjects of site, financing and insurance.

### Drafting the Program

THE MAJOR features of the real broadcast series were determined by the number of contractors and material men selected, and this matter was left in the expert hands of the architect. The station and its co-workers, who had already been enlisted, then proceeded to enroll the names of thirty-six individuals and firms in the Twin Cities.

Now for the story of the broadcast. Obviously a mere series of talks on the various phases of home building would not hold a large audience; so meet the radio family that built the home and lived happily ever after. First, there are Mr. and Mrs. Jones, who call themselves Jim and Jane. Then there are the two youngsters known to the radio audience as Betty Jane and Junior. Other characters made their entrances and exits in due course as the series of thirty-six programs carried the audience through every step and phase of home construction from the moment that the idea was accepted in the family circle to the time when the family moved in.

In a series of dramatized human interest broadcasts, designed to follow the actual construction of the home, the story was unfolded with the maximum of entertainment value. Each firm cooperating in the project was allowed one broadcast for the purpose of showing its part. The continuities were built on the expert information supplied by the persons who were on the job, from excavation to furnishings.

To make the series of more value as an advertising campaign and to promote interest in home building, there was a follow-up campaign by direct mail. Radio listeners were offered portfolios of the information and data collected by the Jones family during the course of the series. These were mailed weekly and at the end of the series the listeners who might well be classed as prospects had a wealth of information as well as constant reminders of the firms which participated.

### $4,000 Was Saved

THE COOPERATIVE non-profit efforts of these firms meant that a $20,000 home was built for about $16,000. The materials were of the very finest to conform with specifications laid down by the architect and building committee and the result was a home of which any family might well be proud.

When the grand piano was in place and the last picture had been hung, there was a final broadcast by remote control direct from the KSTP Model Home, and of course the theme song was "Home, Sweet Home."

One of the most important phases of this campaign was that it produced two half-hour programs a week during the summer months when radio advertising is at low ebb. The time was sold at card rates with ample allowances for dramatic and musical talent.

I believe this is an excellent example of what a station can do to promote new business, and at KSTP its success has served as a spur to further promotional activities to make radio dollars grow where none grew before while staging a high class series of programs with educational as well as entertainment value.

Radio built this model home with profit to KSTP

## Advertising's Rise Traced on Network

ADVERTISING'S development from the first piece of copy, carved on the Rosetta stone to publicize the virtues of an Egyptian king, to that in present day publications and on the radio, was traced in a dramatic skit recently during the fourth of a series of broadcasts dramatizing some phase of industry over the NBC-WJZ network.

Under the direction of Gilbert E. Gable, the "America at Work" program presented two types of modern advertising, the Sisters of the Skillet for comedy and Douglas Stanbury, baritone, and an orchestra for music. In addition Mark Wiseman, of The Blackman Co., New York, advertising agency, and Roy Dickinson, associate editor of PRINTERS' INK, spoke briefly on the function of advertising.

"Advertising simply has been the commercial response to our curiosity about the results of our national inventiveness. . . . You who are listening today have created it," said Mr. Wiseman. "And if your curiosity did not want it, if you did not respond to it, it could not exist a week longer."

Mr. Dickinson quoted a law of supply and demand by Dibbles of Oxford: "The function of all advertising is to maintain suction during the lapses of natural recurrence of demand." Mr. Dickinson added: "If more great leaders appreciated the significance of that law, work and wages would now be created by more advertising."

HIGHER POWER and a new wave assignment will shortly be sought from the Radio Commission by WWSW, Pittsburgh 100-watter on 1500 kc., according to Darrell Martin, radio editor of the PITTSBURGH SUN-TELEGRAPH. Thousands of fans, Mr. Martin reports, have petitioned Joe Sartory, manager, for a better position on the dial. The station was licensed last year to William S. Walker, Pittsburgh advertising man, after the Commission had ordered the Rev. John Sproul's station on the same assignment off the air.

# Brown Approval Hangs Fire As Congress Gets New Measures

## Davis Plans Sweeping Radio Hearings; Shipstead Measure Would Kill the Davis Amendment

**BULLETIN**

**BY A VOTE of 10 to 1, Chairman Couzens alone opposing, the Senate Interstate Commerce Committee, following a special hearing Feb. 26, voted to report favorably on the nomination of Col. Thad H. Brown as second zone radio commissioner. This practically assured his confirmation by the Senate, which will probably act within a week.**

By LYNNE M. LAMM

WHILE Col. Thad H. Brown's confirmation by the Senate as second zone member of the Radio Commission still hung fire, radio leaders on Capitol Hill and a few other members of Congress were busying themselves with writing, introducing or contemplating new radio legislation covering a variety of broadcasting angles.

Announcement was made by Rep. Davis (D.) of Tennessee, chairman of the House Committee on Merchant Marine, Radio and Fisheries that he will call general hearings on radio shortly after March 1. His own omnibus bill containing the anti-lottery provision having passed the House and pending in the Senate, Rep. Davis does not intend to confine the hearings to any particular measure.

"They will cover a large range," he said, "and perhaps include many of the radio bills now pending before the committee." He said he has no intention of limiting the scope of the hearings and that all interested parties will be heard. Rep. Davis has not yet completed writing a second bill in which he intends to fix a scale of license fees on broadcasters "sufficient in the aggregate to support the federal regulation of radio" which amounts to about $1,000,000.

Opposition to this bill may develop on the plea that the radio Commission and the Radio Division of the Department of Commerce do not devote all their attention to broadcasting; hence many broadcasters feel that they should not be compelled to defray the expenses of a government agency that serves also the thousands of users of long and short waves. Rep. Davis' bill also would curb radio advertising in some manner and would restrain Americans from going to Mexico and Cuba to broadcast to the American audience.

### The Shipstead Bill

PROBABLY the most interesting legislative proposal advanced in the last fortnight is contained in the bill (S. 3649) by Senator Shipstead (Farmer-Labor) of Minnesota. It is an amendment which would materially alter the present allocation of broadcast frequencies, making the 1930 radio receiving set figures the partial basis of a new allocation based also on population and area to be served.

Instead of having the allocation dependent upon population, as now, the Shipstead bill prescribes that "in such equitable allocation the licensing authority shall give equal weight, as nearly as may be, to population, to gross area, and to the number of receiving sets in homes as determined by the Bureau of the Census." According to Senator Shipstead, this would enable about 30 states to secure more broadcasting facilities while only 10 would stand to lose.

Moreover, he believes, it will have the tendency of relaxing the present "frozen" condition of broadcasting brought about by the mathematical equalization resulting from the Davis amendment.

The bill states "that for the purpose of preventing a needless waste of broadcasting facilities, the licensing authority may in its discretion allocate to States situated wholly or principally west of the Continental Divide, broadcasting facilities in excess of those to which such States would normally be entitled on the basis of population, gross area, and number of receiving sets in homes, when such additional allocations will not materially impair radio broadcasting transmission or reception in other sections of the country."

In explanation, Senator Shipstead said that "equitable distribution among the States is rendered impossible by the requirement of equal distribution among the unequal zones. The quota for each State must at present be determined solely by its relationship to its zone, not to the country as a whole."

No action has been taken, nor have hearings been scheduled, on the White omnibus radio bill (S. 481) which is largely a counterpart of the Davis bill and which may be incorporated with the House bill. On the House side little attention has been paid to the Amlie resolution (S. Res. 110) restricting commercial broadcasting on Sundays, and nothing is expected to come of it. The resolution's author has suffered the wrath of the broadcasters' association of his own State of Wisconsin, who recently met in Chicago, charged him with promoting a blue law for the sake of "personal publicity" and voted to complain to Senator LaFollette.

### Dill Hits Nets

SENATOR DILL (D.) of Washington, who is still writing a new copyright measure, came out on Feb. 17 with a statement that he was contemplating another measure to limit the chain ownership of stations. Senator Dill stated that he does not object to chain programs but wants to restrict the ownership by networks of so many stations. He also took occasion to say that so many complaints are being received from churches, editors and newspapers against commercial broadcasting practices that he "cannot see where this is going to end."

## Status of Radio Legislation

The following tabulation shows the present status of radio legislation:

### SENATE

S. 4—Fess radio educational bill, pending Committee on Interstate Commerce.
S. 21—King copyright bill, pending Committee on Patents.
S. 22—King bill licenses for unused patents, pending Committee on Patents.
S. 176—Hebert copyright bill, pending Committee on Patents.
S. 481—White omnibus radio bill, pending Committee on Interstate Commerce.
S. 750—McNary bill to prohibit lotteries, pending Committee on Interstate Commerce.
S. 1035—Tydings copyright bill, pending Committee on Patents.
S. 1037—Dill bill transferring Radio Division to Commission, passed by Senate and pending before House Committee Merchant Marine, Radio & Fisheries.
S. 1866—Dill patent bill, pending Committee on Patents.
S. 2374—George bill to give City of Savannah, Ga., naval radio station being abandoned, pending Committee on Naval Affairs.
S. 3046—Dill bill on clear channels, pending Committee on Interstate Commerce.
S. 3047—Hatfield bill for labor clear channel, referred to subcommittee: Hatfield, Brookhart and Bulkley.
S. 3649—Shipstead bill to change allocation, pending Committee on Interstate Commerce.
S. Res. 28—Howell bill for investigating possibility of broadcasting from Senate chamber, pending Committee on Rules.
S. Res. 58—Dill bill to investigate RKO, pending Committee on Audit and Control.
S. Res. 71—Dill bill providing for broadcasting from Senate chamber, pending Committee on Rules.
S. Res. 129—Couzens-Dill resolution for advertising investigation by Radio Commission, passed by Senate and now in effect.
S. Res. 146—Blaine resolution calling on Attorney General for status of R. C. A. suit, passed by Senate.
S. Res. 163—Dill resolution calling upon the State Department to call a North American broadcasting conference, pending Interstate Commerce Committee.

### HOUSE

H. R. 139—Vestal copyright bill, pending Committee on Patents.
H. R. 256—Christopherson bill prohibiting radio lotteries, pending Committee on the Judiciary.
H. R. 410—French lottery bill pending Committee on Merchant Marine, Radio & Fisheries.
H. R. 421—Hoch bill to amend I. C. C. Act to define radio as "Common carrier" pending Committee on Interstate & Foreign Commerce.
H. R. 6039—Sirovich bill to transfer Radio Commission to Department of Commerce, pending committee on Merchant Marine, Radio & Fisheries.
H. R. 7253—Connery bill to provide clear channel for labor, pending Committee on Merchant Marine, Radio & Fisheries.
H. R. 7507—Lea bill on ocean vessel radio equipment in Canal Zone, reported by Committee on Interstate and Foreign Commerce, now pending on House calendar.
H. R. 7716—Davis radio omnibus bill, passed by House; now pending Senate Committee on Interstate Commerce.
H. R. 8759—Amlie bill prohibiting radio advertising on Sunday, pending Committee on Merchant Marine, Radio & Fisheries.
H. Res. 80—Horr resolution to investigate Radio Commission and NBC control of Pacific Coast stations, pending Committee on Rules.
H. Res. 110—Amlie resolution on free speech, pending Committee on Merchant Marine, Radio & Fisheries.

# Paramount Selling Its Share in CBS

## Buyer is Undisclosed in Sale Of 50 Per Cent of Stock

NEGOTIATIONS looking to the sale by the Paramount Famous Lasky Corp. of its 50 per cent stock ownership in CBS were known to be in progress as BROADCASTING went to press. Whether the stock was being bought by the present owners of CBS, who have first option, or by other interests was not known at this writing.

From unimpeachable authority, BROADCASTING learned that Paramount, despite the fact that its investment in CBS has been profitable and is still earning good dividends, has decided to sell. The decision, it is understood, is based entirely on the fact that the motion picture industry is suffering a severe depression and Paramount stock has fallen with the others.

Although neither Paramount nor CBS officials would make a statement, the New York correspondent of BROADCASTING was informed cryptically at the office of Ralph A. Kohn, Paramount director on the CBS board, that "the CBS deal was privately completed and that Paramount had noting to say." Further amplification of this statement could not be procured.

It is known that Paramount, which purchased its half interest in the summer of 1929 for an unstated sum plus a large block of Paramount stock, was seriously considering an offer from a banking group which proposed to put the stock on the market. However, the CBS stockholders had first rights to purchase if they could meet the offer.

Actual stock holdings in CBS have not been made public, but at the Senate radio hearings in January, 1930, William S. Paley, CBS president, testified that it is held by "some 12 or 13 stockholders." Paramount's half of the board of directors at the time consisted of Ralph A. Kohn, Sidney R. Kent, C. E. McCarthy, Eugene J. Zukor and Samuel Katz. The CBS directors were William S. Paley, Jacob Paley, Jerome H. Louchheim, Leon Levy and Isaac D. Levy. The CBS stock holdings, it is understood, are practically all in the hands of the latter five men. Management, under the stock sale contract, remained in the hands of William S. Paley.

# How a 100-Watt Station Paid From the Start

By DR. RALPH L. POWER

## Success of KGFJ, Los Angeles, Operating 24 Hours Daily, Explained by Ben McGlashan, Youthful Broadcaster

EXACTLY $204, a thorough technical knowledge, a willingness to learn the business side of things and the momentum of an early start represent the sum total of Ben McGlashan's recipe for his success. Add to these honesty, a sense of fair dealing and a few other traits that have been handed down through generation after generation of the clan McGlashan.

When somewhat of a youngster, Ben was a radio "ham" along with thousands of other wide awake boys. By the time he entered the University of Southern California as a freshman he was working for Warner Brothers as chief operator of KFWB, and later he took their 6XBR, a motor car unit used for advertising purposes, on a tour of the country.

By the time the boy was a sophomore he had become a station owner, and KGFJ, Los Angeles, has been his pet and pride for some five years. And still he kept on at college until the final half year of the course, when the rush and pressure of business kept him from receiving his degree. Still, when Ben gets to be fat, 40 and famous, maybe good old alma mater will give him an honorary degree and name a swimming pool after him.

But let him tell the story of KGFJ in his own words:

"When we started KGFJ, the sum total of capital was exactly $204, no more, no less. Yet the outfit paid for itself right from the start, and in the five years of its existence the books have never been in the red. The old City Dye works station furnished the meters and the framework for the set. By the time it was ready for business I guess it represented a conglomeration from at least a half dozen local stations. Today, KGFJ's equipment represents a composite Western Electric set. All of the speech input panels and the transmitter are standard W. E. equipment.

Ben McGlashan

### Profitable Investment

"IN LOS ANGELES we are nestled in a county that has a dozen or more radio stations. There are a 50,000-watt outfit, a 5,000-watt station and plenty of 1,000 and 500-watt broadcasters. But KGFJ, while only a 100-watter, has proved to be a good business venture through the application of modern business methods and plenty of good common sense.

"It often happens that our time is sold out for six weeks ahead. Sometimes this is true even for longer periods. We believe that the audience can best be reached through a musical message, and so we do not allow advertising talks either day or night. Perhaps I ought to qualify this by saying that we do have two or three accounts running on original contracts and including some advertising script. But, as soon as each is over, we do not renew on the same basis. Before long we will be 100 per cent on the no-advertising-talk stipulation.

"Neither do we allow any sponsors or others to announce and stage a broadcast. That is the province of the station staff. They know their business and that is why we hire them. But here again we still have a half dozen old-time contracts; so the rule is not yet perfect.

"Of course, since we have so few advertising or other talks and an occasional unpaid civic message, we cannot very well have a classified period. Carrying this out still further, we do not solicit or accept floating or spot announcements. KGFJ's rate card is our standard. None of the staff deviates from its set prices. There are no back-office rebates or undercover cuts. Our business is a legitimate one, and we do not chisel. There is never a bargain day so far as the station's time is concerned."

For a small station, KGFJ has been particularly fortunate in its staff. Duke Hancock, assistant manager, is a licensed operator as well as a business man. He was operator on the *S.S. City of Honolulu* when, on October 12, 1922, the ship burned and sank 400 miles offshore. Duke's medals now repose on the walls of the station.

Harold Isbell, chief announcer, started at KFI, and then moved to KNX, Los Angeles, later going to KYW and WENR in Chicago, before returning to California to be with KGFJ. Harry Vincent, continuity head, has had experience with several coast stations, while Carlton Kelsey, music director, was formerly with NBC studios and is perhaps best known on the coast for his arrangements of Victor Herbert's numbers.

KGFJ' sponsors are satisfied with results. The audience is pleased with the programs. S. A. Shearer, used car dealer, and Fisk and Thompson, real estate developers, have carried their accounts consecutively since the station opened. Others have been with KGFJ for four, three and two years without interruption.

There is a 22-piece staff orchestra. The office and technical force number 20. The music and continuity departments, not including the orchestra, bring the number up more than 20 more, plus a sales force of ten.

"Everything at KGFJ is on a cash basis," Mr. McGlashan continued. "Payrolls are met each week. No credit rating is given sponsors, with perhaps a half dozen exceptions on old line companies with unquestioned financial stability. In practically every instance the cash is laid on the line before the program starts.

**TWENTY-FIVE-YEAR-OLD Ben McGlashan has made a financial and musical success of KGFJ, 24-hour, 100-watt Los Angeles station. Here are his "ten commandments" of business.**

1. **Operate 24 hours a day.**
2. **No classified periods.**
3. **No floating or spot announcements.**
4. **Stick to the rate card.**
5. **The week is the business unit.**
6. **Cash in advance.**
7. **No accounts payable on the books.**
8. **No advertising talks day or night.**
9. **No brokers are recognized.**
10. **Put money back into programs.**

### Minimum of Accounting

"WITH US the week is the business unit. No programs are taken for less than a week in daily periods of a half hour each. On this period the business announcement is limited to three times. Eventually we hope to cut it down to two. We rule off a seven-day period and balance the books at the close.

"I think that one can go into too much detail with modern accounting and business efficiency. We do not bother with what a single broadcast costs or what one sponsor costs us. We figure on the expenditures and disbursements each week. So far we have never gone into the red.

"After making a proper disposition for depreciation, replacements, fixed charges and a contingent fund, we put the balance back into the station through additional money available for programs and talent. The first three years we put the money back into equipment. The last two years our surplus has all gone into the creation of programs."

KGFJ's technical apparatus is located atop the Odd Fellows Temple at Washington and Oak streets, Los Angeles. The studio and offices are in a pent house at Figueroa and Fourteenth Street, on the J. V. Baldwin Chevrolet building.

The little Los Angeles station is the only one in the locality that actually owns all of its remote equipment (W.E.), and there are ten panels in operation.

### No Depression for KGFJ

"OUR TIME charges are based on a sound basis of judgment and average, I suppose, at approximately one-fifth of what 1,000 stations charge," Mr. McGlashan explained. "The talent charges naturally remain at the same rate as at other stations irrespective of wattage. One week in last October was the biggest week, except one, in our five years of existence. There is no depression with us.

"We do not recognize brokers, but of course we observe customary agency courtesies for station time and talent. By way of censorship, so far as we are concerned, fake stock deals, fortune tellers, illegitimate oil deals and similar propositions are not accepted.

"If anything does get by us, we are always the first to investigate upon even a single complaint.

"I do not know whether our ex-

(*Continued on page 30*)

# Authority of District Court of Appeals To Issue Radio Stay Orders Questioned

## Opinion in WICC-WGBS Litigation Raises Doubt; Supreme Court Refuses WMBB-WOK Review

AUTHORITY of the Court of Appeals of the District of Columbia to issue stay orders on appeals from decisions of the Radio Commission is questioned in an opinion by the Federal District Court of Connecticut. Although handed down Nov. 30, 1931, this important ruling, which might have far-reaching effects on future procedure in radio jurisprudence, apparently has gone unnoticed by radio officials.

The opinion was given in the suit of WICC, Bridgeport, Conn., against WGBS (now WINS), New York, for $50,000 damages alleged to have been incurred through the operation of the New York station on the 600 kc. channel after the Commission on April 21, 1930, had ordered WGBS off that frequency and on its present assignment of 1180 kc. WGBS had continued operation on 600 kc. under a stay order from the Court of Appeals, while WICC had received injunctive relief from the Connecticut court. The Commission had ruled that interference was caused by the experimental operation of WGBS on 600 kc. because of inadequate frequency separation between other stations in New York's metropolitan area.

The Connecticut court sustained its previous finding against WGBS after the rehearing, whereas, the Court of Appeals of Washington some months ago sustained the Commission's finding.

The suit, the former opinion brings out, actually was instituted before Congress had amended the Radio Act to limit review of the Court of Appeals to questions of law rather than of fact. Before that time the Court of Appeals sat as a sort of "super-Radio Commission." While the opinion holds flatly that the court had no power to issue stay orders under the Radio Act prior to its amendment, this assertion is couched in such language, according to legal observers, as to cast serious doubt on the appeals court's power to issue such orders even now. The opinion points out that Congress had not given the Court "express power" to issue stay orders.

### Test Case Necessary

THE CONNECTICUT court held that the Court of Appeals "was without power to stay orders of the Radio Commission" under the Radio Act, since the provisions for appeal "are restricted and merely make the court a superior and revising agency, court having a purely administrative function." Before the authority of the Court of Appeals to issue stay orders under the amended law provisions can be definitely determined, a test case raising the issue must be instituted. Whether the Commission itself will take such action has not yet been decided.

The United States Supreme Court, on Feb. 23, refused to review the American Bond & Mortgage Co. case raising the issues of property rights and constitutionality of the Radio Act of 1927, thereby permitting the judgment of the lower court to stand. It was the second time the highest tribunal has declined to grant certiorari and finally decide the fundamental questions raised in this case. There was no written opinion, since the Court reserves the right to accept or reject such petitions without comment.

In a brief filed with the United States Supreme Court Feb. 13, the Department of Justice opposed the petition for review which questioned the constitutionality of the Radio Act (Supreme Court Docket 628). The appeal was taken from the ruling of the Circuit Court of Appeals at Chicago affirming the decision of the lower Federal Court in Chicago, which had upheld the Radio Commission's removal deletion of WMBB-WOK, Chicago, in 1928. Last year this case was before the Supreme Court on certificate from the Circuit Court of Appeals, but it was remanded to the latter with instructions that a decision be reached.

Last July, the Circuit Court in an unanimous opinion denied the contentions of property rights and violation of the Fifth Amendment of the Constitution, as well as the argument that the Radio Act is unconstitutional and the Commission is without power to revoke station licenses.

### Other Pending Cases

IN ITS answer, submitted by Thomas D. Thacher, Solicitor General, John Lord O'Brian, Assistant Attorney General, and other assistants, the government held that failure of the owners of the former station to appeal to the Court of Appeals of the District of Columbia from the Commission's decision effectively bars them from attacking the constitutionality of the law. The brief also denied that property rights is an issue.

Headway was made in the Court of appeals in the case expected to decide conclusively the validity of the quota regulations adopted by the Commission in purported compliance with the Davis Amendment. The record of the case, which involves the order deletion of WIBO and WPCC, Chicago, to make way for WJKS, Gary, Ind., was submitted to the court, preparatory to the presentation of oral arguments. Comprising two volumes of more than 1,100 pages, the record is one of the heaviest ever stipulated. The Chicago stations are still operating on their 560 kc. assignment under stay orders from the court, and WJKS remains on 1360 kc. pending outcome of the litigation.

In the three appeals growing out of the Commission's order deleting WLOE, Boston, because of inadequate financial showing and other complications, the court postponed action on the several motions of the Commission to dismiss the appeals until a hearing on the merits. The station now is operating under stay order.

### Largest and Longest

**THE FAME of the "Music That Satisfies" program, sponsored by Chesterfield and newest heavy-schedule network features, extends across the Pacific with the addition of KGMB, Honolulu, to the CBS system carrying the nightly feature. Now being carried on the longest as well as the largest nightly network, the songs of Alex Gray and the rhythms of Nat Shilkret's orchestra are heard simultaneously from Bangor, Me., to Honolulu—5,641 miles apart. The network involves 15,776 miles of wire lines and radio channels linking 78 stations. Of this total, 13,538 miles make up land lines within the United States, and 2,228 miles are spanned by short wave across the Pacific. Scheduled at 10:30 p. m., EST, the program, however, is heard at 5 p. m., Honolulu time.**

## Announcers Pay Dollar For Mispronunciations

A NOVEL scheme to draw attention to commercial announcements has been worked out by Hal Moore and Manuel Shue, announcers at KLRA, Little Rock, Ark., and tried with satisfactory results. These two announcers offer to pay $1 to the first listener who calls attention by letter to a mispronounced word used by either of them.

The rules of the contest require that the correct pronunciation be given and bar proper names, foreign names and titles, words having two pronunciations and Americanized forms of foreign words. The contest has made the announcers more careful of their vocabularies, they report, and listeners more attentive to their announcements.

## Radio Aids Big Loan

LIBERAL use of Canadian radio stations was made recently to advertise the Dominion's "National Service Loan," and much of the success of the issue was attributed to radio. One hookup featured talks by nine Provincial Premiers as well as the Premier of Canada, urging the public to take advantage of the investment and thus aid both themselves and their country since most of the loan was intended for public undertakings to provide work for the unemployed. The amount sought was $150,000,000 and it was oversubscribed.

## Miss Spence Joins CBS

MISS MATILDA SPENCE has joined the educational department of the CBS in New York as research specialist. She succeeds William C. Bagley, Jr., resigned. Miss Spence, a New Yorker, is widely known in publicity, newspaper and philanthropic fields. She was a major in the American Red Cross in France during the World War. She organized distribution of relief supplies to refugees at Verdun and Toulouse.

# Canada Will Draft New Radio Policy

## Issues of Control and Increase In Channels Interest U. S.

WITH THE objective of providing for Canadians a broadcasting system "equal to any which other nations enjoy," the Canadian Parliament will undertake at once an investigation to determine future broadcasting policy. This decision was based on the opinion of the British Privy Council, court of last resort of the empire, upholding Dominion control over radio as opposed to provincial control, and it was announced in the House of Commons on Feb. 17 by Premier R. B. Bennett.

Involved directly is the question of government ownership and operation as opposed to the so-called "American Plan," now practiced by stations in the Dominion. Indirectly, and of importance to this country, will be the technical setup, and whether demands will be made for additional wave lengths. Under the so-called Gentleman's Agreement with the United States, Canada has six exclusive wave lengths of the 96 available to the continents, and shares eleven with this country. It also is using three long-wave channels, reserved for other services, for broadcasting purposes in the interior.

Premier Bennett told the House that a parliamentary committee with broad powers will be established to investigate the entire broadcasting situation. It will "advise and recommend a complete technical scheme of radio broadcasting for Canada so designed as to ensure from Canadian sources as complete and satisfactory a service as the present development of radio science will permit" and will "investigate and report on the most satisfactory agency for carrying out such a scheme," he said.

Advocates of public and private ownership will be afforded opportunity to present their views to the committee, which also will have before it the report submitted in 1929 by the Canadian Royal Commission recommending, among other things, a government-controlled broadcasting system operated along British lines.

"It must be agreed," the Prime Minister said, "the present system of radio broadcasting is unsatisfactory. * * * The enormous benefits of an adequate scheme of radio broadcasting controlled and operated by Canadians must be abundantly plain."

No mention was made by the Premier of the North American wave length distribution. Nor did he reveal his personal attitude toward government ownership.

A NEW STATION for Americus, Ga., was authorized by the Radio Commission Feb. 19 in approving the application of H. P. Everett, Linwood Morris and R. T. Crabb, doing business as the Americus Broadcast Co., for a 100 watt station to operate daylight only on 1420 kc. The Commission reversed the recommendation of Examiner R. L. Walker against the application.



XUM

# Madrid Broadcast Band Fight Looms

## U. S. Has Open Mind on Europe's Enlargement Plan; Two Moves to Block Conference are Squelched

DEFINITE assurances that a vigorous battle for enlargement of the broadcast band to embrace a portion of the long waves will be waged before the International Radio Conference, which will open in Madrid about Sept. 15, are contained in the formal proposals of the signatory nations now being circulated by the international bureau at Berne, Switzerland.

The question of broadcasting allocations promises to be the high spot of the deliberations. The United States delegation will propose retention of the status quo as to broadcasting, but indications are that it will have an open mind. Any proposal to invade the frequencies below 550 kc. for broadcasting, however, will certainly be fought by the military and naval services of this country, which occupy a number of these waves, as well as by certain commercial groups.

An unsuccessful movement to block the holding of the Madrid conference, for sundry reasons, was begun in recent weeks. It is understood to have originated in this country. Certain large wire companies, flanked by a group in the Navy Department, according to reports, sought to have the conference indefinitely postponed. A veiled suggestion to this end also is understood to have emanated from official British sources to the Spanish administration, but evidently it was promptly squelched.

The wire communications companies apparently are opposing the conference because of the probability that it will combine its sessions with those of the International Telegraph Conference, which meets concurrently in Madrid. They do not wish to be subjected to the terms of an international treaty covering all communications, both wire and wireless, which unquestionably will develop from such a joint session. Western Union, for example, made objections along this line at the time of preliminary discussions for the Madrid conclaves held with State Department officials about a year ago.

### U. I. R. Proposals

IN THIS connection it may be definitely stated that the International Telephone and Telegraph Corporation is on record as favoring the conference and has in no wise been involved in the efforts to have it postponed.

The most comprehensive proposal involving broadcasting is that advanced by the International Broadcasting Union, quasi-official group of broadcasting officials representing virtually all European nations and known as the U. I. R. Europe now is using for broadcasting the bands from 160 to 224 kc., in addition to the regular broadcast band of 550 to 1,500 kc. The switchover for the listener is accomplished by an additional coil in the receiver. The new U. I. R. proposal is to push the limits of the band both down and up.

Briefly, three separate portions of the spectrum would be cleared for broadcasting under the U. I. R. plan. The services thereby displaced would be provided for in other portions of the spectrum in a fashion outlined by the U. I. R. The majority of frequencies would be procured by clearing 150 to 285 kc., which is double the space now used in Europe for its long wave broadcasting. On the 10 kc. separation basis used in this country it would mean that 13½ additional channels would be available.

Secondly, the U. I. R. recommends that that band from 370 to 460 kc., embracing 90 kc. or the equivalent of nine domestic channels, also be cleared. Another 10 kc. channel would be obtained by use of 540 kc., on the lower end of the present band, for broadcasting. To recapitulate, 23½ new 10 kc. channels would be set aside for broadcasting if the U. I. R. plan is adopted in toto.

Fixed, mobile, direction finding, government and other services now occupying these frequencies the world over, would be provided for adequately, according to the U. I. R., by a reallocation of assignments. In addition to its long wave recommendations, U. I. R. proposes that the amateur band from 3,500 to 3,700 kc. be set aside for "exclusive broadcasting" as well as the very high frequency range in the unreserved portion of the spectrum from 33,000 to 50,000 kc. Apparently this is done in anticipation of the use of these waves for local directional broadcasting.

### U. S. Involved

THE U. I. R. recommends that the long waves be made available to all nations alike for broadcast purposes as a permanent enlargement of the band. A condition, however, is added that if other nations do not accept the plan Europe do so alone to relieve its own peculiar broadcasting situation.

The United States, it is conceded, inevitably will be drawn into the long-wave controversy. Neither Mexico nor Canada has

(*Continued on page 22*)

# Radio: A Good Samaritan

**South Dakota's Senators Point With Pride to WNAX, Which Has Twice Come to Relief of Farmers**

D. B. Gurney

LET THOSE who look upon radio merely as a medium of entertainment heed this story of radio's tremendous force and value as an agency of humanity—a story oft narrated and pridefully by South Dakota's Senators Norbeck and Bulow:

Last year when drought-stricken Arkansas called for help, WNAX, Yankton, S. D., broadcast an appeal to which people in the Dakotas, Iowa, Minnesota and Nebraska responded generously. The result was that $37,602 in cash and many carloads of food were sent to the station, which shipped 70 carloads of food for humans and livestock and large stocks of medicines to the unfortunates.

This year—not so well-known to the public at large—the farmers of certain sections of the Middle Northwest, notably South Dakota and Nebraska, find themselves in a worse condition than Arkansas by reason of the unprecedented drought of the last two years combined with snow and ice and subzero weather.

WNAX is again coming to the rescue. On Feb. 8 the first direct appeal was made to the folks who had money or feed to give. On Lincoln's birthday, $30,000 worth of feed from about 1,000 generous listeners—150 carloads—was on its way to the stricken areas. In some places pitiable conditions of starvation actually must be faced.

D. B. Gurney, president of WNAX, and W. C. Lusk, of the YANKTON PRESS AND DAKOTAN, are directing the campaign, which has as its object relieving 20,000 South Dakota farmers and many in nearby states from pauperism. They confidently expect to obtain 1,500 cars of feed worth $300,000 by conducting the campaign primarily by radio.

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RESCINDING its order of revocation, the Radio Commission Feb. 19 granted WHDL, Tupper Lake, N. Y., renewal of license to operate on 1420 kc. with 10 watts daylight only. In so doing it terminated an existing temporary license and sustained the recommendation of Examiner R. H. Hyde.

## Mexican Law Authorizes Censorship of Stations But Enforcement is Lax

VIRTUAL censorship of radio programs by Mexican authorities is provided in a new general law governing all communication and transportation recently promulgated by President Ortiz Rubio. While certain provisions of the new law, which supersedes regulations previously enforced by the Minister of Communications, are drastic in the extreme, they apparently are not being rigidly enforced.

Of particular interest is a provision, evidently aimed at Dr. John R. Brinkley, of Kansas, who operates XER, at Villa Acuna, Mexico, with about 75 kw. It has to do with studio locations. "Broadcasting stations," the section reads, "are prohibited from establishing studios on foreign soil, connected by telephone lines. Remote control services shall be carried out precisely from the points specified by the parties in their contracts according to the provisions of the law." This ruling, however, has not yet been enforced.

Broadcasting and experimental stations are specifically excluded from the "public utility" classification. Broadcasting stations are divided into two classifications—"commercial" and "cultural." For the protection of authors and composers, all stations are required to post a bond, which is set by the Minister of Communications, at present Miguel Acosta. Whether this provision is being enforced could not be learned.

The provision dealing with program specifications, which amounts to censorship, reads:

"It is forbidden to send news or messages whose text is opposed to the safety of the state, international good will, public peace or order, morality, the laws of the country, or which contain foul language, or which might prejudicially affect collective economic interests, cause disturbance, attack in any way the constituted government, or the private life, good name or interests of persons, or which have in view the committing of a crime or obstructing the course of justice."

## Reception of CBS Relay Program Reported Good

EXCELLENT reception throughout the hour's relay program to Europe by the Columbia Broadcasting System was reported recently by broadcasting stations in the seven countries participating. The program of American talent, called "Hello, Europe," in addition to being carried on 50 United States stations, was relayed in Great Britain by the B.B.C., in Germany by the Reichs-Rundfunk-Gesellschaft, in France by the Ministry of Posts, Telephones and Telegraphs, in Italy by the Ente Italiano per le Audizioni Radiofoniche, in Austria by Radio Verkehrs A. G. and by the official radio stations in Prague, Czechoslovakia, and Budapest, Hungary. All cables testified to the quality of the transmission as well as the talent, according to CBS officials. There was said to be practically no fading. The program was transmitted via A. T. & T.



XUM

# BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
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## Watch Canada

CANADA has reached the crossroads in broadcasting. One fork leads to government ownership, the other to an elaboration of its present system of private enterprise.

The showdown comes by virtue of the recent decision of Privy Council, Great Britain's highest court, vesting complete control of radio in the Dominion government rather than in the provinces. Premier Bennett, of the Dominion, announced in an address to Parliament that a parliamentary committee will investigate the entire broadcasting structure and recommend a complete technical revision as well as the most satisfactory agency for carrying it into effect.

Canada's problem is unique. The most populous areas now are getting what is conceded to be the world's best radio entertainment. It comes across the international border from United States stations. Both NBC and CBS have high power outlets in the Dominion on their regular networks. Most of Canada's citizens are accustomed to broadcasting by the American Plan and many will accept no substitute.

According to Premier Bennett, Canada wants a homogeneous broadcasting system, the nature of which remains to be decided. "Canadians," he said, "have the right to a broadcasting system from Canadian stations equal to any which other countries enjoy." That is a large order. It is impossible of accomplishment under government ownership with a tax on radio receivers.

The broadcasting bill of the United States is estimated at approximately $75,000,000 annually—paid by program sponsors. Although it has less than 10 per cent of the population of the United States, Canada is approximately as large in geographical area. It would take a good many stations and plenty of power to cover that Dominion, and it would entail expenditures that might compare favorably with its entire Government budget to provide program service "equal" to that of the United States.

Certain of Canada's newspapers, following the lead of a faction of our own press, are espousing government ownership. The OTTAWA CITIZEN suggests an annual license fee of three dollars as sufficient to give Canada broadcasting service equal to any in the world. What are the facts? Canada has about 600,000 licensed receiving sets, which would bring in an annual revenue of $1,800,000 to defray the cost of maintaining that ambitious broadcasting project. The sum is less than that appropriated by one national advertiser in this country for sponsored programs over both networks.

Most of Canada's 60 stations favor the American Plan. They will tell the Parliamentary Committee so. The facts, properly presented, ought to prove their case.

No mention was made by Premier Bennett of the wave length situation. His address, reported in this issue, dealt with generalities. That is a phase, however, that bears watching, and is certain to arise in the Parliamentary investigation, just as it did in the Royal Canadian Commission's report of 1929.

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*Rate-cutting is throat-cutting. The other fellow loses faith in you and you lose your self-respect. Individual stability alone can stabilize the broadcasting industry as a whole.*

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## Lotteries

PRIZE CONTESTS would not be barred from the air under the Davis anti-lottery bill as certain publishing interests would like to lead the broadcasters to believe. The bill, recently passed by the House and expected to pass in the Senate, very specifically prohibits only the broadcasting of "information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance."

Few broadcasters will oppose such a measure, which simply places radio under practically the same restraints as newspapers and other users of the mails with respect to what are broadly known as "lottery schemes." The networks and stations under enlightened management have already imposed this restraint upon themselves. Drawings and raffles, fortune-telling, stock sellings, lucky number contests—none of these has a place on the radio.

But contests that involve an element of skill, that test the listeners' capacities, that have nothing offensive or questionable about them, could still be broadcast. They might be advertised by radio just as they may be advertised in print. There is nothing in the Davis bill or in the postal laws to prohibit them. If such legitimate contests are sources of revenue for broadcasters and broadcast advertisers, there is no reason why they cannot continue to be.

As a matter of fact, it is probable that the postal laws could be interpreted as they stand to apply to lottery broadcasts. Listeners responding to radio baits are asked to send their "guesses" or their "remittances" to the stations by mail. Delivery of such mail can be refused the stations by the postal authorities. This actually has been done in the case of one station in Mexico and one in Cuba, though lotteries are allowed under the law in both countries. If the Post Office Department can refuse delivery of mail to foreign stations, it certainly can refuse to deliver to domestic stations.

## The RADIO BOOK SHELF

OUT OF RADIO has come a relatively small amount of permanent literature, but more and more features that have struck responsive chords among listeners are finding their way into book form rather than being lost to the infinity of the wave lengths. Recently Amos 'n' Andy appeared in a book containing some of their best dialogues. About a year ago Raymond Warren's "The Prairie President," a novelization of his highly successful Lincoln sketches over WLS, Chicago, appeared from the presses of Reilly & Lee, Chicago. One of the new books based on successful radio programs is "Cap'n Bailey and the Widder Dyer," by Charles W. Burton, manager of WEEI, Boston, (Marshall Jones Co., Boston, $2). Mr. Burton, originator of the Stetson Parades program carried on the NBC and of various other features, has recreated a group of Cape Cod characters, whose five-minute sketches over WEEI have been exceedingly popular. His new book is based on the continuities he wrote for these sketches and, besides being a refreshing story of middle-aged romance with an interesting mystery element, is replete with the dry but keen humor and philosophy of Cape Cod Yankees of sea-faring heritage.

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BECAUSE radio drama depends so greatly upon the development of actors and actresses with flexible but distinctive voices, T. H. Pear's "Voice and Personality As Applied to Radio Broadcasting," (John Wiley & Sons, Inc., New York, $3) should prove an interesting textbook for anyone who addresses his audience from a studio. The author explains at the outset the characteristics which distinguish voices and the importance of developing a voice personality, and then he discusses these topics in relation to the radio drama. Questionnaires concerning the personality of a radio personage are shown to produce surprising and amusing answers. The text is chopped up in chapter subsections and is consequently easy to read. The author is a professor of psychology in the University of Manchester and a Fellow of King's College, London.

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THE INFORMAL talks by Olin Downes, music critic for the New York Times, given over the CBS last winter in connection with the performances of Toscanini's Philharmonic-Symphony Orchestra at New York, have been collected and amplified in "Symphonic Broadcasts" (Lincoln Mac Veagh, The Dial Press; $2.50). The descriptive and anecdotal sketches concern various orchestral composers and are presented in popular style understandable to the man unversed in music. An interesting sidelight on the conditions under which the talks were originally presented is contained in the preface.

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IN THE INTERESTS of improved reception, the Radio Branch of the Canadian Department of Marine, of which C. P. Edwards is director, has issued Bulletin No. 2 on "Radio Inductive Interference" (F. A. Acland, Printer to the King's Most Excellent Majesty, Ottawa, 35 cents). The bulletin was prepared by H. O. Merriman, engineer in charge of the Interference Section, from data compiled by the Radio Branch after having investigated more than 30,000 sources of radio interference. Its 100 pages are well-illustrated and indexed, furnishing a valuable reference work for those whose interest it is to eliminate man-made interference from radio reception.



XUM

# We Pay Our Respects to—

EUGENE OCTAVE SYKES

IT WAS just about five years ago that a little group of four men congregated in Washington at the behest of President Coolidge to bring "order out of chaos" in broadcasting. In the absence of Admiral W. H. G. Bullard, designated to be chairman, Judge Eugene Octave Sykes, of Jackson, Miss., pounded the gavel that called to order the first meeting of the Federal Radio Commission—then a nondescript agency which even had been forgotten by Congress in its appropriations, and which acquired desk-space for its personnel only by the grace of the then Secretary of Commerce, Herbert Hoover. Judge Sykes was elected vice-chairman.

Today Judge Sykes is still vice-chairman of the Commission, now grown to sizable and powerful proportions. He is the only member who can look back over five years of uninterrupted service as a Radio Commissioner. All told, he has served with ten different commissioner colleagues.

Judge Sykes was appointed to the Commission Feb. 23, 1927. On March 15 he called to order the first meeting, pursuant to radioed instructions from Chairman Bullard, who was en route from China. After the organization meeting, the Commission called on President Coolidge.

"I hope you know," said Judge Sykes to the President, "that I'm just a lawyer and don't know a thing about radio."

To which the President replied: "I am aware of that. I have appointed the other four (Admiral Bullard, O. H. Caldwell, Henry A. Bellows and Col. John F. Dillon) because of their radio knowledge. You have been appointed to see that the Commission keeps within the law."

Judge Sykes came to the Commission with a legal background which served that agency in good stead during the turbulent days following the so-called break-down of the law.

Mild-mannered and of pleasant disposition, Judge Sykes is a prototype of Southern culture. But his apparently easy ways belie a fighting spirit and unflinching courage which on occasion reach high pitch. On the rare occasions, when he enters debates in open hearings, his eloquence and forcefulness are such as to make an indelible impression on those present.

The dignity and reserve of the bench are nowhere in evidence, however, when Judge Sykes indulges in his hobbies—outdoor sports. In the summer he is an ardent baseball fan, who yells for a "homer" or "razzes" the umpire. This winter he developed a taste for heavyweight wrestling, and he is a ringside spectator at the regular performances in Washington.

Born in Aberdeen, Miss., July 16, 1876, Judge Sykes now is in his 56th year. After attending preparatory school in Tennessee he went to St. Johns College at Annapolis, Md., to prepare for the Naval Academy examinations. He entered the Academy in 1893, remaining for two and one-half years. From there he went to the University of Mississippi and was graduated in 1897 from the law school.

Returning to Aberdeen, young Sykes practiced law until he was appointed justice of the Supreme Court of Mississippi in 1916. He served on that tribunal for nine years, retiring voluntarily to reenter the practice of law at Jackson, Miss. He was called back to public life with his appointment to the Commission two years later. His present term on the Radio Commission expires Feb. 23, 1933.

## PERSONAL NOTES

DR. J. H. DELLINGER, radio chief of the U. S. Bureau of Standards, was awarded the honorary degree of Doctor of Science by his alma mater, George Washington University, at special Bicentennial ceremonies held in Washington Feb. 22. Dr. Dellinger was graduated from that institution in 1908, securing his Ph.D. degree in 1913 from Princeton.

HAROLD SMITH, vice-president of Westinghouse, has been elected a member of the board of RCA to fill the vacancy caused by the recent death of H. P. Davis.

DR. FRANK W. ELLIOTT, of Davenport, Ia., and a former president of the National Association of Broadcasters, has announced his candidacy for the Republican nomination for Congress from the second Iowa district. Running on a "moist" platform, Dr. Elliott will oppose Rep. Cyrenus Cole, Republican dry of Cedar Rapids.

MAJ. JOHN S. COHEN, president of the ATLANTA JOURNAL and WSB, is reported recovered from his operation of several months ago.

OLIVER MORTON has been transferred from the Chicago Office of the Westinghouse stations to WBZ-WBZA, Boston, with the rank of general manager.

PAUL MYERS, commercial manager of KFAC, Los Angeles, and KFVD, Culver City, has resigned from the latter post. W. Fehr Gardner succeeds him.

M. J. KLEIN, founder of NEWSDOM, has been named advertising director of RADIO GUIDE, New York. B. Harrison Cassel, formerly with the NEW YORK DAILY MIRROR, has been appointed national advertising manager.

HAROLD G. HIGGINS has resigned as commercial manager of WBAL, Baltimore. He came to that station last autumn from WBZ, Boston.

ROY THOMPSON, director of WFBG, Altoona, Pa., announces the appointment to his commercial staff of Willard W. Fraker, formerly sports editor of the GREENSBURG (Pa.) DISPATCH; Michael Corbin, recent graduate of the University of California, and Albert Friedman, recent local high school graduate.

T. A. D. HILDENBERGER has been made sales manager of the Adams Broadcasting Service, New York. He joined the concern only two months ago but has had many years of experience in the advertising and sales fields.

RALPH CLARKE, formerly radio editor of the SACRAMENTO BEE, and more recently in similar position with the SAN FRANCISCO NEWS, has become publicity director for KFRC, San Francisco.

HARRY CHARLOT, creator of "The Shadow" and other novel dramatic ideas in broadcasting, has joined the scenario department of the Adams Broadcasting Service.

SENATOR WALLACE WHITE, Jr., who is president of the American Section, International Radio Committee, has appointed a committee to nominate officers for the ensuing year. Louis G. Caldwell, attorney, is chairman, with L. E. Whittemore, A. T. & T., and Lynne M. Lamm, Washington radio correspondent for the NEW YORK TIMES, as members.

LLOYD C. THOMAS, general commercial manager of the Westinghouse broadcasting stations, on Feb. 1 rounded out five years' service as head of this group. He began his radio career at KFKX, Hastings, Neb., directing that station from 1924 to 1927, when he was transferred to Pittsburgh to assume general direction of the program and commercial departments of the Westinghouse stations.

DEL LYON, associated with the V. G. Freitag organization, Los Angeles, handling all broadcast time of KMTR, Hollywood, KRKD, Los Angeles, and KMPC, Beverly Hills, has been appointed commercial manager for the three stations. He continues with the Freitag office.

DON GILMAN, NBC vice-president on the Pacific Coast, left for the northwest the middle of February for a six weeks tour. It will be his first visit to the two recently added NBC outlets at Butte and Billings, Mont.

JACK PLUMELET, lately of the sales staff at KGB, San Diego, and with the Tia Juana, Mexico, station, has joined the commercial division of KTM, Los Angeles. He had also been chief announcer at KYA, San Francisco, in earlier years. J. H. Alexander, former Kansas newspaperman, has also joined the sales staff of KTM.

## BEHIND THE MICROPHONE

TWO MEMBERS of the CBS dramatic staff in New York have been given parts in metropolitan stage productions. Wright Kennedy has a role in the new play, "Monkey," which opened Feb. 11. Malcolm Dunn, of WABC and CBS, who is heard in the dramatized history scripts of the American School of the Air, will enter the cast of "The Devil Passes."

RECENT acquisition at WLW, Cincinnati, is the "Threesome," composed of Grace Brandt, Herb Nelson and Eddy Heimberger, who came directly from KMOX, St. Louis.

DOUG MONTELL, sports announcer of KLX, Oakland, Cal., is handling the California University basketball games by remote control from Berkeley this winter. KLX will also soon carry all California track and field meets.

WINS, New York, has Jack Reid, veteran announcer of KDKA, Pittsburgh, on its staff. John McCormick, baritone, formerly on WMAQ, Chicago, is the program director.

JOHN McINTIRE, announcer of KMPC, Beverly Hills, Cal., has resigned to join KTM, Los Angeles. Dick Licence, formerly of KTM, will join KMPC as announcer and master of ceremonies for the "Top o' the Morning Club."

MRS. JANE DOBERT, accompanist in the studios of WOR, Newark, has resigned.

TED OSTENKAMP has joined the announcing staff of WOL, Washington. He was formerly program director and chief announcer at WLVA, Lynchburg, Va.

JOE DuMOND, program director of WMT, has returned to Waterloo, Ia., after an extended vacation trip during which he sang over the CBS network from WABC, New York, and over WLW, Cincinnati, KMBC, Kansas City, and KMOX, St. Louis.

FRANCIS J. OWEN, formerly chief announcer at WCAE, Pittsburgh, has joined the staff of WWSW, of the same city, as continuity writer and announcer.

MISS PATTIE FIELD, a member of the statistical department of NBC, on Feb. 6 was married to Edmund O'Brien of New York.

DON DOUGLAS, "The Voice of Warner Brothers," has joined the staff of announcers at WMCA, New York.

JOSEF PASTERNACK, head of the music department of the Adams Broadcasting Service, has moved with his entire staff to another floor of the Chanin Building, New York, to provide more room for the dramatic and production departments.

FERDE GROFE, arranger and composer, the premiere of whose "Grand Canyon Suite" was recently heard over CBS, is now writing another musical picture. It is to be called "Tabloid" and will portray the average 24 hours of a newspaper.

THE BEVERLY HILL BILLIES, nightly feature at KTM, Los Angeles, late in February divided into two groups. One will go to KTAB, San Francisco, and the other stays at KTM. The groups will alternate for three months between the two stations.



XUM

GEORGE CASE, youthful announcer at WCKY, Covington, Ky., is now heard twice weekly in his own program "Rhythm and Rhyme," as well as each evening as the "Advertiser" in a new program "It Pays To Advertise."

HANK KEENE, director of the "Connecticut Hillbillies" featured by WTIC, Hartford, has published a songbook containing the most popular of the rustic ditties and ballads used by the "Hillbillies" in their programs.

LESTER WEELANS is the latest addition to the KOA, Denver, announcing staff. Though six years out of Rutgers College, this is his initial radio work. He will direct the Colorado Cowboys.

VIC MEYERS, known in the northwest for his radio programs over the now defunct ABC chain, is one of the ten candidates for mayor of Seattle. His platform, in humorous mood, includes hostesses for city owned street cars and high chairs for city aldermen.

CHARLES HACKETT, leading tenor of the Chicago Grand Opera Company, New York, has signed a contract to enter radio under exclusive management of Adams Broadcasting Service.

KFI, LOS ANGELES, has added three vocalists to its staff—Alice Forsythe Mosher, soprano, and Eleanor Rennie, contralto, formerly with KHJ, and Allan Watson, basso.

BEBE DANIELS, film star, has entered into a contract with the Adams Broadcasting Service, New York, for radio appearances.

CLIFFORD WELCH, concert pianist, is now accompanist-announcer at WOR, Newark, as assistant to Harry Mack.

BERT MacDOWELL and his orchestra have been added to the staff of KYW, Chicago.

LOU CLAUSON, formerly with eastern stations, has joined KFAC, Los Angeles, with a song program and to do the continuity for a weekly playlet.

JOHN S. DAGGETT, who conducted "Uncle John's Children's Hour" over KHJ, Los Angeles, when manager of that station, has gone to KGFJ in the same city as staff announcer.

STEWART HAMBLIN, formerly with KMTR, Hollywood, has moved to KFVD, Culver City, Cal., to stage the "Covered Wagon Jubilee" as an early morning broadcast. The Happy-go-Lucky-trio, three years the morning KFVD feature, thereupon moved to KFAC, its sister station in Los Angeles.

ROYAL DADMUN, popular concert baritone and Victor Recording artist, has been engaged by WTIC, Hartford, as guest soloist of the first "Travelers Hour" each month.

DAVID CASEM, director of news broadcasts on WOR, Newark, was a guest of the NEWARK EVENING NEWS at the mid-winter luncheon of the New Jersey Press Association in Trenton this month.

FRED LANE, staff announcer at KFRC, San Francisco, has taken over the weekly book chats formerly done by Monroe Upton, who left for NBC.

## IN THE CONTROL ROOM

WGY, Schenectady, which in February celebrated its tenth birthday, points with pride to the following alumni: W. R. G. Baker, now vice-president of engineering and manufacture for the RCA Victor Co., Camden, N. J.; Harry Sadenwater, formerly chief engineer at WGY, now in charge of receiver design for RCA-Victor; A. B. Chamberlain, former engineer at WGY, now chief engineer of CBS, and Andrew D. Ring, formerly in charge of transmitter development, now senior engineer of the Radio Commission.

FRED SMELTZER, who built WGAW (now WFBG, Altoona, Pa.) when he was an amateur, later attending Carnegie Tech, has been engaged by WFBG to install its new transmitter equipment. C. R. Leutz, formerly chief engineer of WFBG, has resigned and is now residing in Forest Hills, N. Y.

CHARLES FRANCIS, of the New York police department, formerly detailed to the engineer staff of WNYC, has been assigned to technical supervising duties at the police headquarters transmitter.

J. G. COBBLE, widely known in radio engineering circles, is now connected with the service department staff of Parks-Chambers' radio department, Atlanta.

JOSEPH T. O'MARA has been designated as broadcasting supervisor of WNYC, New York, as a result of civil service examinations. He formerly served as a public address operator with the same station. Prior to that he was an executive technician of WLWL, New York.

HAROLD E. SHERER, former ship operator, has joined WEEU, Reading, Pa., as operator. Harold O. Landis, chief engineer of WRAW, Reading, under the same management, is now chief engineer of WEEU.

ENGINEERS of WFIW, Hopkinsville, Ky., have just finished building a new 100-watt short wave amateur radiophone transmitter to operate on the 85 meter band. The entire operating staff of the station holds amateur licenses. R. L. Linx, chief engineer, W9GOB; Odes E. Robinson, W4AJA; Joe McCormick, W4RC, and Fred Grimwood, W9AHM.

ISAAC BRIMBERG, chief engineer of WNYC, New York, and Mrs. Brimberg are the parents of a daughter born at Beth Israel Hospital.

COL. DAWSON OLMSTEAD, U. S. Signal Officer at Seattle, which is headquarters for the Army's Alaskan radio net, went to Alaska on an inspection trip in February. At Ketchikan he announced that radiotelephone service will be installed there to communicate with canneries, cannery tenders and smaller communities by May 1.

DAVID MYERS has been added to the operating staff of WGAL, Lancaster, Pa.

## Program of I.R.E. Meeting Arranged

A NUMBER of technical papers of interest to the radio industry will be presented during the five sessions of the twentieth anniversary convention of the Institute of Radio Engineers at Pittsburgh April 7-9.

Among the papers scheduled are: "Radio Dissemination of the National Standard Frequency," by J. H. Dellinger and E. L. Hall, Bureau of Standards; "Kennelly-Heaviside Layer Studies," by J. P. Shafer and W. M. Goodall, Bell Telephone Laboratories; "Radio Test Methods and Equipment," W. F. Diehl, RCA Victor Co.; "Sound Collection and Directional Microphones," H. F. Olson, RCA Photophone Co., and "A New Field Strength Meter," P. B. Taylor, Westinghouse Electric & Manufacturing Co.

The afternoon session on April 9 will be devoted to a KDKA symposium. Various members of the station's technical staff will read papers.

## Station Honor Roll At Halfway Mark

THAT MORE and more broadcasting stations are adjusting transmitters to deviate less than 50 cycles in anticipation of the limitation order which becomes effective June 22 is apparent in the report of the Radio Division, Department of Commerce, for January. Out of 449 stations measured, the largest number since the checking began, 230 or 51.2 per cent met the new cycle requirements.

Ninety-four or 20.9 per cent deviated less than 100 cycles, 63 or 14 per cent kept within 200 cycles, while 62 or 13.9 per cent went beyond the 200-cycle mark. These tabulations set a new record for the 14 months during which measurements have been made. For the first three months no station came within the 50-cycle limit, and since then the rise has been rapid. During the past three months a gain of five per cent has been noted each period.

### Deviations Under 50 Cycles

FOLLOWING are the measured stations which met the 50-cycle requirement in January:

KCR, KELW, KEX, KFAB, KFAC, KFBI, KFBK, KFDM, KFEQ, KFGQ, KFI, KFJB, KFJR, KFLV, KFOR, KFPM, KFPY, KFRU, KFSD, KFUO, KFVE, KFWI, KFYR, KGBX, KGCA, KGDA, KGDM, KGDY, KGER, KGFJ, KGGC, KGHI, KGIZ, KGKO, KGKY, KGNF, KGO, KGU, KGW, KHQ, KIT, KJBS, KJR, KLRA, KLS, KLX, KLZ, KMBC, KMJ, KMO, KMOX, KMPC, KMTR, KNX, KOA, KOAC, KOH, KOIL, KOL, KOMO, KOY, KRE, KRGA, KRLD, KSAC, KSD, KSO, KSOO, KSTP, KTAB, KTAR, KTAT, KTBS, KTFI, KTHS, KTM, KTRH, KTSM, KVI, KVOO, KVOR, KVOS, KWG, KWJJ, KWK, KWLC, KXA, KXRO, KXYZ, KYA, WAAB, WAAM, WAAW, WAWZ, WBAA, WBAL, WBBC, WBBM, WJBT, WBEN, WBEO, WBT, WBTM, WCAO, WCBD, WCBM, WCCO, WCFL, WCKY, WCLS, WCSH, WDAE, WDAF, WDBJ, WDOD, WEAI, WEAN, WEBC, WEBQ, WEDC, WEEI, WEEU, WENR, WEPS, WORC, WERE, WEVD, WFAA, WFAN, WIP, WFBL, WFDF, WFEA, WFI, WFIW, WGAL, WGCM, WGES, WGH, WLIB, WGR, WHA, WHAD, WHAP, WHAZ, WHB, WHBC, WHBL, WHDF, WHEC, WHFC, WHIS, WHN, WHO, WHP, WIBG, WIBO, WIBW, WINS, WISN, WJAG, WJBL, WJMS, WJSV, WJTL, WJZ, WKBI, WKBV, WKBW, WKJC, WKRC, WHY, WLBF, WLCI, WLIT, WLOE, WLS, WLVA, WMAC, WSYR, WMAL, WMAQ, WMBG, WMBQ, WMBD, WMIL, WMMN, WMT, WNAX, WNBH, WNYC, WOAI, WOAX, WOBU, WOC, WODA, WOI, WOKO, WOL, WOMT, WOS, WPAD, WPEN, WPG, WPOR, WTAR, WPTF, WQBC, WRAW, WRAX, WRC, WRDO, WRHM, WRJN, WRR, WRUF, WRVA, WSAN WSAR, WSAZ, WSB, WSBT, WSM, WSMB, WSU, WSYB, WTAG, WTAM, WTAQ, WTAW, WTIC, WTMJ, WWAE, WWJ, WXYZ.

## General Ferrie Passes

WORLD radio on Feb. 16 lost one of its most eminent leaders, with the death in Paris of General Gustave Ferrie, Inspector General of the French Army telegraphic services. He died at the age of 64 following an appendicitis operation. General Ferrie was well-known in American radio circles, having been an outstanding delegate at the Washington Radiotelegraph Conference of 1927 and having visited this country on many occasions. Messages of condolence were sent to his widow by Maj. Gen. Charles McK. Saltzman of the Radio Commission and Dr. J. H. Dellinger of the Bureau of Standards.


RESULTS . . .

AT THE TOP OF THE DIAL
WNAX
THE HOUSE OF GURNEY INC.
570 KC.
YANKTON SOUTH DAKOTA

1. Whole Wheat Breakfast Food Co. gets an average return of 300 letters per day containing evidence of a sale in each letter.
2. A Mineral Water Crystal brings in a hundred orders per day at $1.50 per pound.
3. A Hatchery sells three million chicks in one season, with prospects of five million this year.

These are recent results—just three out of many. You can do as well or better by placing your advertising over

1000 Watts **WNAX** 570 Kilocycles
YANKTON, S. DAK.

# The Business of Broadcasting

**Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations**

## STATION ACCOUNTS

NEW ACCOUNTS on WCAU, Philadelphia: Frigidaire Sales Corp., Dayton, 15-minute transcriptions of World Broadcasting System, Tuesday, Wednesday and Thursday, 10:45-11 p. m.; American Stores Co., chain store, 15-minutes daily at 9:45 p. m., "American Stores News Reporter," for 52 weeks; Lehn & Fink (Pebeco Toothpaste), 7:30 a. m., daily except Sunday for one year, "William J. Hermann's Sunshine Drill;" Penlo Cigar Co., Philadelphia, 5-minute news flashes at 6:15 p. m. daily; Petroleum Derivatives Co., Montclair, N. J. (Vapon shampoo), "Polly Sanders" in series of 13 beauty talks Tuesdays at 11 a. m.

DIAMOND GINGER ALE and Sears, Roebuck & Co., have each contracted for long-term broadcasts over WTIC, Hartford. Both sponsors have adopted three 15-minute broadcasts a week and are utilizing talent provided by the station.

GOLD MEDAL FOODS, Inc., of General Mills, Minneapolis (Bisquick) has placed a series of transcriptions featuring Betty Crocker's "Bisquick Baker" on WCAU and WFI, Philadelphia; WRAW, Reading; WGAL, Lancaster; WHP, Harrisburg, and WPG, Atlantic City.

EMPIRE TRADING Co., Los Angeles, has started a series of programs three mornings a week from KTM. These will all be recorded programs with Mrs. A. Nomura at the microphone and all the transcriptions of Japanese music. Gus Mack, radio broker, handled the account, which will run through April.

THE SPOKANE SAVINGS bank has begun sponsorship of the reading of the Babson business barometer two evenings a week over KHQ, Spokane. The Wall Street Band will sponsor "musical jewels" twice a week and the U. S. Neon Corp. a late evening program with Arnie Hartmann, accordionist.

MAZALL COSMETICS Co., 3500 Wilshire Blvd., Los Angeles, started to use KTM, Los Angeles, Feb. 20 for 30 days with a week-day half hour by the Montana Cowgirls. It was their initial radio advertising.

AMONG THE new accounts of WOR, Newark, are: Radio Guide, Inc., New York, 13 weeks, "The Artist of the Hour," Wednesday; Beech-Nut Packing Co., Canajoharie, N. Y., (foods), 15-minute mystery drama, begins March 7, Monday and Friday (transcription); Strouse-Adler Co., New Haven, Conn., (corsets), six weeks, Friday; Virginia Dare Extract Co., Brooklyn, (sauce newburgh) 13 weeks, Thursday and Saturday.

BEECHNUT PACKING Co., Canajoharie, N. Y. (food products) has placed a 15-minute transcription series, "Chandu the Magician," on WFI, Philadelphia, daily except Saturday and Sunday, 6:30 to 6:45 p. m. McCann-Erickson, New York, handles the account.

RETAIL DRY GOODS Merchants Association, Los Angeles, on Feb. 17 started a radio campaign directed by J. Howard Johnson, radio broker. These have been in the form of 15-minute musical programs over KHJ, KMTR, KFWB and KNX and will continue through March.

FREIHOFER BAKING Co., Philadelphia (bakery products) has been using two 5-minute periods over WFBG, Altoona, Pa., daily, and is planning shortly to place a series of 15-minute transcriptions over various Pennsylvania stations covering its marketing territory. Richard A. Foley Advertising Agency, Philadelphia, handles the account.

ADOLPH GOLDMARK & Sons Corp., New York (marmalade, jams and herring) is the latest addition to the Home Making Hour conducted by Anice Ives on WIP-WFAN, Philadelphia. This is a morning half hour program, with an hour and a half on Thursday afternoons, in which home economics subjects are discussed by Miss Ives and others. At present 12 food companies sponsor the program.

RADIO BUREAU, Ltd., Los Angeles, has taken group sponsorship at KFVD, Culver City, for R. B. Semler, Inc. (hair tonic); Jane E. Curan (hand cream) and Dip-It Dye Co.

NEW SERIES of programs at KFOX, Long Beach, Cal.: Signal Oil Co., Los Angeles, two one-quarter hour evening programs weekly, with Logan and Stebbins, Los Angeles, handling the account; Nue-Oro, Inc., 10 minutes of dance music mornings, account from Bloch agency, Portland, Ore., and Globe Grain and Milling Co., twice a week with a musical skit, from Konning agency, Los Angeles.

KRKD, Los Angeles, (formerly KMCS, Inglewood) reports new accounts on its supper club, classified period nightly: Cody Cosmetic Co., Gold Furniture Co., Sulphur Mineral Water Co. and Seaboard Finance Corp. (auto finance).

SUNSHINE BAKING Co., Long Beach, Cal., has signed with KFOX for a series of weekly programs depicting true stories of buccaneer life in a 15-minute broadcast.

FAIN'S SHOE STORES, Long Beach, Cal., will use KGER for a "Back Home Hour" Sunday mornings with orchestra and singers in old-time melodies.

## NETWORK ACCOUNTS

I. NEWMAN & SONS, New Haven, Conn. (corsets), on March 11 begins a contract for 21 NBC-WEAF stations for a Friday, 10:30-10:45 a.m., EST, program featuring fashion talks by Mrs. Evelyn Toby and skits with Mrs. Toby and other actresses. Charles W. Hoyt Co., New York, handles the account.

EUGENE, Ltd., New York (lotion and shampoo) has signed a contract for "Eugene International Revue" over 26 CBS stations, beginning March 6, on Sunday, Monday, Thursday from 10:30-10:45 p. m. (change in April to 9 to 9:15). Lawrence C. Gumbinner Advertising Agency, New York, handles the account.

THE WANDER Co. has given its sponsorship to "Little Orphan Annie" over the NBC-KPO network from San Francisco at 5:45 p. m., EST, except Sundays, to KPO, San Francisco; KGA, Spokane; KJR, Seattle and KECA, Los Angeles.

BOSTON FOOD PRODUCTS Co., Boston, on Feb. 23 opened a program over 10 CBS stations, including the Yankee network, Tuesday and Thursday, 10:30-10:45 a. m., EST. Chambers & Wiswell, Inc., Boston, handles the account. Three hundred pair of hosiery to be given away each week.

GENERAL BAKING Co., New York, (Bond bread) on Feb. 25 renewed its contract for 6 CBS stations, Thursday, 6:15-6:45 p. m., EST. Batten, Barton, Durstine & Osborn, Inc., New York, handles the account.

STERLING PRODUCTS, Inc., Wheeling, W. Va., (Danderine) on Feb. 18 signed a CBS contract for 17 stations, Tuesday and Thursday, 5:45-6 p. m., EST. Also renews contract March 10 for Philipps' Dental Magnesia same days, 8:15 to 8:30 p. m., EST. Blackett-Sample-Hummert, Inc., Chicago, handles both accounts.

ATLAS BREWING Co., Chicago, (beverages) on March 6 will introduce Bob Decker over WGN, Chicago, and mid-west CBS network. The series will be heard from 4:45 to 5 p. m., CST, Sundays.

LEHN & FINK PRODUCTS Co., New York, (Pebeco toothpaste) on Feb. 17 renewed its contract for "Hind's Romance Exchange," with 15-piece orchestra under Victor Young and with Beatrice Fairfax and Raymond Hetherton, over basic Blue and Orange NBC networks on Monday, Wednesday, Thursday, 11:30-11:45 a. m., EST., and Thursday night, 7:15-7:30 p. m., EST. Erwin Wasey & Co., New York, handles the account.

NORTHWESTERN YEAST Co., Chicago, has renewed contract for "The Yeast Foamers" over basic Blue and Orange NBC networks on Sunday, 2:30 to 3 p. m., starting March 20. Hays MacFarland & Co., Chicago, handles the account.

BEST FOODS, Inc., New York, on March 7 renews its contract for the NBC-WJZ network, featuring Billy Jones and Ernie Hare.

C. F. MUELLER Co., Jersey City, (spaghetti) on Feb. 6 renewed contract with NBC-WJZ network for housekeeping talks by Mrs. Goudiss over 13 stations every Thursday, 11-11:15 a. m., EST. Thomas M. Bowers, New York, handles the account.

J. L. PRESCOTT Co., Passaic, N. J., (Oxol) on Feb. 26 renewed contract for a year with 10 CBS stations for musical program, Tuesday, Wednesday and Friday, 10-10:15 a. m., EST. Batten, Barton, Durstine and Osborn, Inc., New York, handles the account.

J. A. FILGAR & Co., Kansas City, Mo., (coffee) on Feb. 8 signed contract for "Judy and Jane" over three CBS stations, 2:15-2:30 p. m., Monday through Friday. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

"WOMAN'S MAGAZINE of the Air," from NBC studios in San Francisco daily except Sundays, has broadcast tie-ins recently for the following: Odorono and Glazo sample packs (Pedlar and Ryan agency); Clorox east housekeeping chart, (Erwin, Wasey and Co.); Brer Rabbit molasses cookbook (J. Walter Thompson); Ghirardelli's chocolate recipe packet, (Erwin, Wasey); Frigidaire frozen recipes; Roman Meal recipe booklet and sample (Milne-Ryan-Gibson); Pet Milk loose-leaf cook book and baby book, (Botsford-Constantine and Gardner); Del Ray Italian foods recipe booklet (Emil Brisacher and Staff); Crisco new recipes (Blackman Agency); and California Home Catsup, catsup and pickle recipe booklet (Brisacher). Agencies are from their San Francisco offices.

THE FROSTILLA Co., Elmira, N. Y., (lotion and brushless shave) is extending its "Frostilla Broadcast Rehearsals" feature, now on CBS stations in east and mid-west, to the Pacific coast with origin at KHJ, Los Angeles, and then over CBS-Don Lee network. Programs will be Wednesday at 8:45 p. m., PST.

LAVORIS CHEMICAL Co., Minneapolis (Lavoris antiseptic), which has been sponsoring "Easy Aces" over WGN, Chicago, on Feb. 29 extended the feature to a CBS network. This is a bridge sketch originated on KMBC, Kansas City, by Goodman Ace, formerly columnist for the Kansas City Journal Post.

KELLY-SPRINGFIELD Tire Co., New York, has signed a contract for presenting "Making the Movies," with Ray Knight, 12-piece orchestra under Robert Armbruster, Mary McCoy and quartette, over 13 NBC-WJZ stations on Sunday, 9:45-10:15 p. m., EST, beginning March 20. N. W. Ayer & Son, Inc., New York, handles the account.

SIGNAL OIL Co., Los Angeles, has discontinued its KHJ Signaleers series, and begun sponsorship for a series of Tuesday night recreations of historic olympic games with dialogue and music. Point of origin will be KHJ, Los Angeles, and thence up the coast to stations of the Don Lee-Columbia network. "The Olympiads" is the title of the series.

THE ROMANCE of women's names, their meanings and origin, will go to make up a new series for the Frigidaire Corp. from San Francisco over the NBC-KPO network three evenings a week, 15-minute periods. It is understood that the broadcasts will continue for 52 weeks.

## PROSPECTS

ADVERTISING AGE, in a Feb. 12 dispatch from Detroit, reports that Henry Ford is planning "a sensational campaign" in newspapers, magazines and radio for the introduction of his new 8-cylinder and new 4-cylinder cars. Details of the radio plans are not announced, but it is stated that N. W. Ayer & Son, Philadelphia, will handle the campaign.

RADIO will be used by the Rounds' Chocolate Co., Newton, Mass. (cocoa and malt cocoa) in a new advertising campaign. Ingalls-Advertising, Boston, handles the account.

SOUTHERN PACIFIC Railroad has tied up radio and newspapers for a Southern California campaign calling attention to its one-cent-a-mile ticket sales in the west. The railroad started to use KFAC, Los Angeles, the middle of February for a 30-day radio campaign with a dance orchestra in afternoon programs. The radio campaign was said to be in the nature of a test.

MELLINGER Tire & Rubber Co., Kansas City, Mo., (tires and motor oil) makes up lists during March and August, using radio with other media. Advertising is placed by Barrons Advertising Co., Inc., Kansas City. Annual appropriation, $20,000.

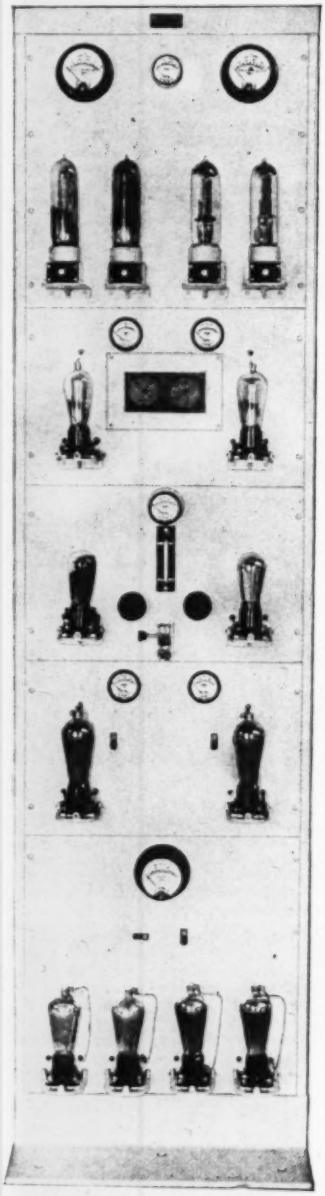
TEXAS CITRUS FRUIT GROWERS Exchange and the Associated Shippers of America are planning to spend $2,000,000 to advertise Texas citrus fruit. Advertising will be conducted by the latter organization.

THE LAWRENCE C. GUMBINNER Agency, New York, has been appointed by the Norwich Pharmacal Co., Norwich, N. Y., to direct advertising of Amolin as well as Unguentine and Norforms.

CLIOT CLOSET MOTH PROOFER Co., Inc., New York, is planning sectional advertising campaigns to introduce a line of products. The Arthur Rosenberg Co., Inc., New York, will handle the accounts.

# A New 100-Watt Transmitter for Radio Broadcasting

« « Shown With Tube Guards Removed
« « AC Operation « Automatic Control



Low Initial Tube Cost and Upkeep
Installation INEXPENSIVE Maintenance

APPROVED TRANSMITTING APPARATUS

DOOLITTLE & FALKNOR

1306-1308 West 74th Street
Phone Stewart 2810
CHICAGO


## TRANSCRIPTIONS

GENERAL RADIO PROGRAMS Co. 25 West 45th St., New York, has been organized to produce foreign language programs and transcriptions for use in the United States and foreign countries. The company announces it will service agencies, advertisers and radio stations with sustaining and commercial programs. The company occupies the offices of the General Phonograph Mfg. Co., and has secured the services of various artists. W. A. Timms, former head of the foreign divisions of RCA Victor Co., and the Columbia-Okeh Co., is director. His staff includes Henry Rossi, formerly with Columbia-Okeh Co.; Lucille Devore, formerly with the U. S. Department of Commerce. George Rosenberg of the commercial department of WOV, New York, formerly with WFBH, WPCH and WNJ, will act as advisory counsellor for radio station time contracts and programs.

A TRANSCRIPTION recording studio has been established at the National Radio Equipment Exhibition on the fourth floor of the National Press building, Washington, D. C. It is known as the Tone-O-Graph System. The device will record speeches or music by either individuals or a group, a special effort being made to interest members of Congress who might send the disks to local broadcasting stations.

FREEMAN LANG Sound Recording Studio, Hollywood, has made a series of 35 transcriptions, 15 minutes each, for Ted Dahl, orchestra director at KMTR, Hollywood. Distribution is being made through Lang to broadcast stations as sustaining or sponsored programs.

"THE HOOFERS," a radio series, has been recorded for American Radio Features Syndicate, Ltd., 1031 South Broadway, Los Angeles, which has produced and distributed the releases. The Hoofers was written by Laird Doyle, of KFWB and KNX, Hollywood. Stuart Buchanan, KNX announcer, takes the male part with Mary Duckett in the feminine role. The series has been released to broadcasters who in turn sell local sponsorship to advertisers. Twenty stations have already taken the series, according to Frederick C. Dahlquist, manager.

MAURICE JOACHIM, known over the air as "Rajput," left Hollywood for New York late in February on the completion of 100 transcription releases in the Freeman Lang Recording Studio, Hollywood. The disks will be released for national distribution for Dr. Strasska's toothpaste.

"AUNT EMMY and Bert," being Cliff Arquette and Harold Isbell, have taken their nightly skit from KGFJ, Los Angeles, and have started to record the episodes in the Hollywood laboratories of Continental Broadcasting Corp.

## AGENCIES AND REPRESENTATIVES

STATIONS CMAC of El Mercurio and CMAI of La Nacion, both newspapers of Santiago, Chile, have appointed S. S. Koppe & Co., New York newspaper representatives, to handle their North American radio accounts.

BYRNE BAUER, former vice-president of Harold D. Frazee & Co., New York agency handling Scott Howe Bowen, Inc., and Byers Recording Laboratories accounts, among others, has joined the Lewis-Waetjen Agency, New York, as vice-president in charge of marketing and merchandising, including supervision of the radio department.

L. SCOTT PERKINS, an NBC producer in San Francisco, formerly with KMTR and KFWB, Hollywood, on March 1 will become junior partner in the San Francisco agency of Hanak, Kline and Leahy in the Monadnock Building. He will have charge of all radio campaigns, including the S and W (coffee) programs of Cecil and Sally. The firm was (Norman) Hanak and (Adolph) Kline until last month when W. Vincent Leahy, advertising manager for Sussman and Wormser, entered the firm.

GUS MACK, formerly at KFWB, Hollywood, has gone into the radio agency business at 213 South Vermont Ave., Los Angeles. He will handle Dr. S. M. Cowen, dental system; Empire Trading Co., and some group sponsorship accounts.

RADIO ADVERTISING of General Cigar Company is now handled by the J. Walter Thompson Co., New York.

THE GRIFFITH-NEWLIN Co. has opened offices at 720 Rush St., Chicago, to specialize in radio advertising. The agency has started a five-day a week program over WBBM, Chicago, for the J. L. Marx Co., financial securities.

LOS ANGELES advertising agencies, not previously chronicled, which operate radio departments: Long's Advertising Service, Realty Building; Classer Advertising Agency, 3875 Wilshire Blvd., and Gaynor Advertising Agency, 4665 Hollywood Blvd.

## EQUIPMENT

A. J. EAVES, research products sales manager for Graybar Electric Co., New York, announces that Western Electric 1-A frequency monitors have been sold to the following stations: KMOX, KGW, WOQ, WREN, WNAX, KJBS, KFSD, KLX, WRVA, WBRC, WODX, WIS, WTMJ, WSFA, WMBI, WEAN, WAAB, WNAC, WJAR, KFOX, KFH, WGBS, KOL, KMMJ, KOIL, KNX, KGFJ, KFVD, WDOD, WDSU, WFBI, WOW, KFRC, KOMO, KMBC, WNBO, KTBR, KOIN, WCAO, KTAR, KGB, KDB, KHJ, WHAM, KDYL.

STUDIOS of WRAW and WEEU, Reading, Pa., will be moved April 1 to enlarged quarters in the Sharp Building. An entire floor will be devoted to five studios and executive offices. For WEEU, a 1 kw. daylight station recently placed in operation, an RCA Victor transmitter has been installed at Spring Township. Acoustic construction of the studios is being done by the Johns Manville Co., New York. Clifford W. Chafey is director of both stations.

THE FOLLOWING stations have purchased crystal oscillators from the Graybar Electric Co., Inc., New York, to comply with G. O. 116: WRVA, WIMJ, KFBI, KMOX, WLW, WCAE, WJAR, WNAX, KLX, KFSD, KFOX, WDSU, WOQ, WREN, WHB, KFH, KGW, WMBI, WMAQ, WHAM.

A NEW modern 50 kw. transmitter will soon be installed for WGY, Schenectady, it was announced on the occasion of the station's tenth anniversary Feb. 20. It is expected to be completed May 8.

FRANK M. RUSSELL, NBC vice-president in Washington, announces that a new 1 kw. RCA transmitter has been ordered for WRC, Washington, licensed for 500 w. on 950 kc. It will be installed atop a local bank building on site of the present transmitter.

WIS, Columbia, S. C., has just purchased a 1 kw. Western Electric broadcasting transmitter, together with a 9-A speech input equipment and a 1-A frequency monitor, from the Graybar Electric Co., Inc., New York.

## STATION NOTES

KMOX, St. Louis, is installing a large new four manual Kilgen organ in its studios. The organ will be the largest used in any broadcasting studio of the world and will contain all the most modern improvements.

WMCA, New York, used the newly designed baby transmitter (a 1-watt) in broadcasting the Motion Picture Club ball on Feb. 20 from the Waldorf-Astoria. The transmitter, recently licensed by the Radio Commission, was designed and built by Frank Marx, technical chief of WMCA. Though smaller than a telephone receiver, the microphone is said to be the most efficient set of its kind yet built.

THE OPENING of the new Beliot studios of WCLO, Janesville, Wis., was celebrated on Feb. 15 with an all-day program. More than 2,000 visitors inspected the studios during the day.

A WURLITZER pipe organ is being installed in the studios of WKJC, Lancaster, Pa. This organ is of the same type and built to the same specifications as those being used by Lew White and Jesse Crawford in their network broadcasts. It will be ready for use by April 1.

KROW has opened new San Francisco studios in the Manx Hotel with Lester Smith, formerly with stations in Portland and Seattle, in charge. Main studio and transmitter remain in Oakland.

WCAU, Philadelphia, on Feb. 15 added three hours and thirty minutes to its weekly programs, according to Stan Lee Broza, program director. The station now goes on the air at 7:25 a. m. and signs off at 1 a. m., making the total operation 121 hours and 30 minutes for the week.

W1XAZ, the Westinghouse short wave station in Springfield, Mass., carried WBZ-WBZA programs to a total of 18 foreign countries during 1931. The countries hearing broadcasts from W1XAZ included the following: Canada, New Zealand, Newfoundland, England, Portugal, Panama, Uruguay, Haiti, Mexico, Japan, Hawaii, Ireland, Australia, Scotland, Porto Rico, Cuba, Jamaica and El Salvador. During 1931 WBZ-WBZA received mail from every state in the union with the exception of Arkansas, Mississippi and Nevada.

WOR, Newark, celebrated its tenth birthday on February 22.

## PROGRAM NOTES

KFOX, Long Beach, Cal., on March 5 will celebrate its eighth anniversary with an all-day program which will reach its climax in a revival of the first program broadcast by the station. Hal G. Nichols, president and general manager of KFOX, with his cousin, the late C. Earl Nichols, formed the original company, which in 1925 became Nichols & Warinner, Inc., with the addition of W. H. Warinner, for the past seven years secretary-treasurer and commercial manager. The first announcer, Frank P. Goss, now city editor of a Long Beach paper, will take part in the anniversary program.

THREE studio programs of WTIC, Hartford, are now carried on NBC networks: "Orchestral Gems," directed by Moshe Paranov, over four New England stations on Sunday evenings; the WTIC "Pop Concert," directed by Christiaan Kriens, over 20 stations on Monday afternoons; and Norm Cloutier with his Merry Madcaps dance orchestra over several stations on Tuesday afternoons.

CHAPPEL BROTHERS, Inc., Rockford, Ill. (Chappel's Kennel dog foods), on March 3 celebrates its 100th "Rin Tin Tin Thriller" on the radio. The program has been running two years with success, its sponsor reports. P. M. Chappel, president of the company, will appear on the anniversary program over the NBC-WJZ network to be dedicated to Chappel dealers. The account is handled by Rogers & Smith, Chicago, under E. G. Opie, program director.

"SKY DOINGS" is the title of a new Monday program at KFAC, Los Angeles, sponsored by the State Chamber of Commerce aeronautical committee. It is planned to develop the series by the inclusion of a dramatic playlet to be tied in with the talks by pilots, military, commercial, airmail and private aviators.

A SPECIAL two-hour program was broadcast by WOR, Newark, on the night of Feb. 23 in celebration of the station's anniversary, which actually fell on Washington's birthday. Among the speakers were Edgar Bamberger, Alfred J. McCosker, managing director of WOR; O. H. Caldwell, former Radio Commissioner. Radio and stage celebrities also participated.

KMOX, St. Louis, will originate a "musical memories" program for the CBS chain Sundays at 5:30 p. m. (CT) with Mike Child's orchestra, Melodymasters male quartet and Frank Spahn, baritone.

WTMJ, Milwaukee, opened its studios on Feb. 12 to 250 editors of Wisconsin weekly newspapers who were guests of the Milwaukee Journal so that they might see as well as hear a one-hour feature program broadcast in their honor. Practically every announcer, artist and entertainer on the WTMJ staff participated in the program.

KDKA has arranged for broadcasts every third Sunday of music by the three band units of the Western Penitentiary at Pittsburgh. The program, consisting of selections by the band, dance orchestra and symphony orchestra, may be heard from 3 to 3:30 p. m.

KFJF, Oklahoma City, Okla., has spotted a lecture period by representatives of the state department of agriculture just preceding the Columbia farm network program on Tuesdays.

WALDO ABBOT, son of Willis John Abbot, editor of the CHRISTIAN SCIENCE MONITOR, is director of broadcasting for the University of Michigan, Ann Arbor, which is sponsoring semi-weekly educational lectures over WJR, Detroit. The programs are head at 8:30 p. m. on Saturdays and at 5 p. m. on Sundays.

WTMJ, Milwaukee, has inaugurated a novel shopping service which it reports to be highly successful. Under the program title of "What's New in Milwaukee? . . . Ask Mrs. Grey." It is broadcast every weekday from 8:30 to 9 a. m. Mrs. Grey canvasses stores, shops, theaters, and the like and reports on anything new that she finds.

WHAT'S in a name? The derivation, meaning and variable forms of women's names are featured in the triweekly programs of the Frigidarians over WBZ-WBZA, Boston. The talks are given by Charles B. Driscoll, lecturer and writer, Tuesday and Wednesday at 8 p. m. and Thursday at 7:45 p. m.

WTIC, HARTFORD, observed its seventh anniversary early in February. A number of the station's most popular features were presented in a two-hour gala program to celebrate the occasion.

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IN AUSTRALIAN elections last month, radio was used liberally by the various candidates who are unable to cover their constituencies personally because of the great distances.


# "MARCH" To Greater Sales

With Station **WOR** Newark, New Jersey

CONCENTRATION in highly populated centers has never been so desirable as now. » WOR offers such concentration in the world's greatest buying market and the world's greatest listening audience.

**BAMBERGER BROADCASTING SERVICE, INC.**

**NEWARK . NEW JERSEY**

**New York Office: 1440 BROADWAY · New York City**

# Modernize for PROFITS »»

YOU DON'T expect a 1929 car to compare in performance with the new models now being exhibited.

You shouldn't expect an old transmitter to command the attention of the 1932 audience.

New and more rigid regulations have been made by the Federal Radio Commission with a view to better service to the public.

It is, therefore, to the interest and profit of the broadcast station that the transmitter equipment be adjusted or modified to 1932 standards of performance.

In nearly all cases this may be accomplished by minor changes in equipment plus adjustments by a trained broadcast engineer aided by necessary instruments.

**Radio Research Company, Inc.**
1204 Irving Street N. E.
Washington, D. C.


## Madrid Broadcast Fight Looms

*(Continued from page 15)*

submitted to the Berne Bureau proposals for enlargement of the broadcast band, but, along with Cuba, they have served notice informally that they need additional frequencies to accommodate their broadcasting.

It is hardly expected that the North American nations will air their broadcasting allocation dispute before the conference, but it seems certain that a basis for settlement will be provided at Madrid. The State Department has sought to forestall discussions between the North American nations for the past two years on the ground that the matter would be settled at Madrid—a contention which was denounced by Senator Dill (D.) of Washington and has resulted in an order to a Senate Committee to investigate.

One serious problem which enters into the proposal for widening the broadcast band, insofar as this country is concerned, is that of displacing the airway beacon services maintained by the Airways Division of the Department of Commerce as a safeguard for aviation. Between 196 and 350 kc., there are nearly 200 such transmitters, and it is contended by some that they cannot be operated in any other portion of the spectrum without seriously imperilling safety of life in the air, aside from invalidating property.

While the Army and Navy have a good many frequencies in these bands, this is not regarded as sufficiently important to block a transfer to broadcasting. For the most part these waves are not being employed in regular traffic. The argument advanced by the Navy that the frequencies are essential to national defense in time of emergency is not tenable since the President, by executive order, at any time may clear all commercial or private traffic from the air and turn all bands over to the military services.

### Television Unaffected

OTHER matters on the agenda are not of vital interest to broadcasting. There will be some discussion of television frequencies, but it will be of a cursory nature and is not expected to affect the allocations on the North American continent. The five bands of 100 kc., each lying between 1,500 and 6,000 kc., are subject to regional agreements, and those in the very high frequencies are in the unreserved portion of the spectrum.

The Madrid conference will run probably three months. It will be the first of its kind since that held in Washington in 1927 under the direction of Herbert Hoover, then Secretary of Commerce. The convention has treaty-making powers. Some 80 nations are signatory to the 1927 pact. The purpose of the sessions is to draft international regulations to govern orderly use of the ether consistent with modern engineering technique. Several important shifts in the allocation of communications waves, notably those for radiotelephone services, are proposed.

Maj. Gen. C. McK. Saltzman, chairman of the Radio Commission, probably will be named by President Hoover to head the American delegation. The size of the delegation has not been determined, but in view of economic conditions, and because of a curtailed appropriation by Congress it likely will contain three delegates. Others being considered as delegates include Under-Secretary of State William R. Castle, Senators Dill and White (R.) of Maine, and William D. Terrell, director of the Radio Division, Department of Commerce.

As advisors and assistants to the delegation, the names of the following are being considered:

Dr. C. B. Jolliffe, Chief Engineer, Radio Commission; Dr. J. H. Dellinger, Chief, Radio Section, Bureau of Standards; Gerald C. Gross, engineer, Radio Commission; William R. Vallance and Irvin B. Stewart, State Department; Lieut. Comdr. Joseph R. Redman, Navy; Lieut. W. T. Guest, Army Signal Corps; Lieut. Comdr. E. M. Webster, Coast Guard, and Maj. K. B. Warner, American Radio Relay League, representing the amateurs.

A large group representing various radio interests, as well as representatives of the communications companies, will attend the sessions as private observers. It is unlikely that broadcasting interests will be represented on the official delegation or by an official advisor. Among those identified with broadcasting who have announced their intention of attending the conference are Louis G. Caldwell, attorney; Philip G. Loucks, managing director, National Association of Broadcasters; Paul M. Segal, attorney, and W. G. H. Finch, representing the Hearst radio interests.

Among others likely to attend are Lloyd Espenchaid and L. E. Whittemore, A. T. & T.; General J. G. Harbord, Col. Samuel Reber and Loyd Briggs, RCA; Paul Goldsborough, Aeronautical Radio, Inc.; Maj. Gen. George S. Gibbs, retired, Frank Page and Haraden Pratt, I. T. & T.

## Program Guide Proves Successful as Nucleus For Sponsored Feature

A NOVEL idea for providing a useful service to radio listeners has resulted in the placement of the Daily Radio Guide transcription program sponsored by S. C. Johnson & Son, Racine, Wis., (wax polish) on 50 individual stations, according to Melvin Brorby, vice-president of Needham, Louis and Brorby, Inc., Chicago, which handles the account. As the contracts are for daily broadcasts, except Sunday, and run a year, the sponsor will offer 15,600 broadcasts, probably the greatest number on the air outside of time signals.

The electrically transcribed programs open with a theme song, which is followed by a one-minute talk by Miss Helen Wing on the use of wax in the home. The local announcer is then allowed two minutes to outline the high spots of the day's program over that station. Harlow Wilcox makes a closing announcement for Johnson's wax, and the program ends with a theme song.

The program was the outgrowth of an idea by John J. Louis, vice-president of the advertising agency, and was suggested by a program forecast over WLW, Cincinnati. The transcription program was decided upon because of the differences in time over the country.

## Full Time for KGIR

INCREASE in operating hours from one-half to full time was granted KGIR, Butte, Mont., by the Radio Commission Feb. 23. The station is assigned to 1360 kc. with 500 w. The additional half-time granted the station previously was unassigned. Action was taken without a hearing as Montana is underquota.


KMBC

helping the Advertiser ....CUT COSTS!

KMBC Announces "Run of Schedule" 40% Reduction in Rates

A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

WHAT "RUN OF SCHEDULE" IS:

The Client may order the CLASS OF TIME desired at 60% of Program Rates, but may not specify definite time. The station will select favorable time from open periods available, and is not obligated to furnish the Client advance information as to the time any broadcast will be made. The Station will, however, if requested by Client, furnish certificate of performance giving actual time broadcast was made. "Run of Schedule" rates apply only on Program Rates, Classes "A", "B", "C" and "D"

MIDLAND BROADCASTING CO.
KANSAS CITY, MO

# ATLANTIC CITY

A City of Homes in addition to its Famous Hotels and Boardwalk

## ATTRACTIVE FIGURES!
FROM
## THE WORLD'S PLAYGROUND

« « THE HOME OF » »

# WPG

| | | | |
|---|---|---|---|
| Population | 256,193 | Population | 10,086,918 |
| Families | 62,486 | Families | 2,460,223 |
| Radio Sets | 28,539 | Radio Sets | 1,094,947 |
| Radio Listeners | 88,470 | Radio Listeners | 3,394,336 |
| Residence Telephones | 25,461 | Residence Telephones | 975,329 |
| Passenger Automobiles | 49,413 | Passenger Automobiles | 1,416,974 |
| Bank Deposits | $127,875,000 | Bank Deposits | $5,841,079,000 |
| IN ITS LOCAL COVERAGE AREA | | IN ITS GOOD SERVICE AREA | |

5000 WATTS **WPG** CLEARED NATIONAL CHANNEL

## A RADIO STATION NATIONAL IN ITS INTEREST TO THE LISTENER

1930 census figures recently released show New Jersey leads all states in percentage of families having radio sets—(63.3% own radio sets)

When picking your broadcast media, select one that is quick to respond — an ideal proving ground — WPG

**WPG**

DOMINATES THIS RICH TERRITORY WITH AN INTENSE COVERAGE

*No other broadcast transmitter within 60 miles*

# WPG Broadcasting Corporation

Operated by the COLUMBIA BROADCASTING SYSTEM

STUDIOS LOCATED IN THE WORLD'S LARGEST AUDITORIUM DIRECTLY ON THE FAMOUS BOARDWALK, ATLANTIC CITY



XUM

# Radio Libel Statute Urged in N.Y. Body

### KFAB is Absolved of Blame In Nebraska Political Suit

BROADENING of libel laws covering printed periodicals to include broadcasting is proposed in a bill submitted to the New York Legislature by Assemblyman Haward Dickey and State Senator William J. Hickey, both of Buffalo. The bill is before the codes committees of both houses and may be the basis for public hearings.

The bill provides that "a malicious publication, by writing, printing, effigy, sign or otherwise than by mere speech and a malicious broadcast of matter to the public by radio, which exposes any living person, or the memory of any person deceased, to hatred, contempt, ridicule or obloquy, or which causes or tends to cause any person to be shunned or avoided, or which has a tendency to injure any person, corporation, or association of persons, in his or their business or occupation, is a libel."

The bill adds that to sustain a charge of broadcasting a libel it is not necessary that the matter complained of should have been seen by another. "It is enough," the bill continues, "that the defendant personally broadcast such matter to the public by radio, or that the defendant knowingly permitted such matter to be broadcast to the public from a radio station owned, operated or controlled by the defendant."

Every person, firm or corporation owning, controlling or operating a broadcasting station would be responsible under the measure. Stations would be given immunity for broadcasting a true report of public official proceedings, and would be protected against persons delivering false statements intended for broadcast. These persons, however, would be liable to prosecution, as would those who threaten to broadcast a libel or who accept money to prevent broadcasting of a libel.

#### KFAB Fights Suit

A CASE involving allegations of radio libel now is pending before the Nebraska Supreme Court. The suit was brought by C. A. Sorenson, state attorney general, against KFAB, Lincoln, and Richard F. Wood, candidate for the post in the 1930 elections. Sorenson sued for $100,000 for libel, and was given a verdict of $1 against Wood, but the station was exonerated in the lower court. The appeal subsequently was appealed by Sorenson to the Supreme Court.

In its brief just filed, KFAB contends that a broadcasting station has no power of censorship over political speeches and that it is therefore immune from civil suits under Section 18 of the Radio Act of 1927. Pointing out that it is a grave question as to whether the action complained of was libel or slander, the brief adds, that under the law it was impossible for the station to know in advance what Wood intended to say.

# Would Correct Copyright Evils

*(Continued from page 6)*

operative on Feb. 1, 1932. It complained that sale of sheet music had fallen off 90 per cent during the previous 12 months and blamed the slack on broadcasting. The "date of reckoning," however, has been postponed, apparently because of the recent death of J. C. Rosenthal, general manager of ASCAP.

Mr. Caldwell complained of other practices, notably the Society's demand that it be permitted to inquire into the business of every broadcaster as a condition in its license agreement. He said that in the past it has sent to broadcasters elaborate questionnaires, "inquiring with more detail into the business of broadcasters than does the United States Government.

"Needless to say, the Society recognizes no limitation on the amount of fee it may charge and recognizes no obligation not to discriminate between stations in the same class."

#### ASCAP No Protection

MR. CALDWELL charged flatly that the station is not protected against copyright infringement through his license from the Society. In the first place, he said the license does not give the broadcaster the right to perform all music controlled by the Society, but only such numbers as have not been withdrawn from its repetory. Certain of the "withdrawn" numbers may be played by procurement of special permission from the copyright owners. Secondly, the ASCAP does not control all of the American music and only controls a portion of foreign music. Associated Music Publishers, he explained, claims control of some 600,000 foreign titles, about 10 per cent of which are registered in the United States and have copyright protection. A large number of stations have felt impelled to take out licenses from this organization which has made a demand on virtually all of them.

A third organization which appeared on the scene about 18 months ago is the Elkan-Vogel Co., of Philadelphia, which claims to have grand performing rights of French music, Mr. Caldwell declared. Still another, known as the Society of European Stage Authors and Composers, claims control of music not covered by the license of the ASCAP. "You can readily see," he declared, "what would happen if all foreign music were given automatic copyright protection in this country and the number of new organization broadcasters might have to deal with."

The small station particularly is placed in a dangerous position, he said, since it cannot possibly maintain a sufficient staff to check copyrighted music and thereby protect itself against infringement. A small station, he added, may be playing phonograph records for a large part of the day and in so doing, may run counter to the performing rights of a large number of organizations.

In past years several attempts have been made to have the ASCAP declared an illegal monopoly, Mr. Caldwell asserted, and a proposal to this end was made on the floor of the House last year. Composers contended the Society is an economic necessity, and Mr. Caldwell said he was willing to assume, for the purpose of the hearing at least, that their claim is correct and that they do need such an organization.

#### Public Domain

THE IMPORTANCE to the broadcaster of being able to ascertain what musical compositions are protected by copyright and what are in the public domain was emphasized by Mr. Caldwell. Broadcasters have vigorously urged that where copyrighted works are published, they be accompanied by a printed notice of copyright, and also that they be registered in a central office. The term of copyright protection must also be a definite term of years that the broadcaster or other user of music can tell when the work passes into the public domain and is free for use by anyone.

Pointing out that there is an enormous amount of music in the public domain, Mr. Caldwell declared broadcasters through their association or some other organization, hope to compile and collect a trustworthy list of musical compositions in the public domain which will be available to all broadcasters.

"If the floodgates are completely opened with automatic copyright in the sense which it is in force in Europe, together with a copyright term consisting of the life or the author plus 50 years so that none can tell where the term ends, there will hardly be any public domain and there will in reality be almost perpetual copyright."

Another problem, of particular importance to the small broadcaster, is that of phonograph record copyright protection. Record manufacturers, Mr. Caldwell said, do not enjoy this protection now, and if a station broadcasts a record of a copyrighted musical composition, it is responsible to the copyright owner but not to the manufacturer of the record.

"It will probably be urged," he said, "that you should give the latter such protection. This would be very prejudicial to the smaller stations, particularly those in small towns which do not have adequate program resources to support a program of live talent. Such a broadcaster would then be subject to two license fees, one to the music copyright owner and one to the phonograph record copyright owner. Or he may find that he is forbidden to play phonograph records altogether."

Broadcasters themselves have interests as creators of artistic works, since many stations have staffs engaged in the production of programs, arranging and adopting music, writing skits, dialogues and plays, Mr. Caldwell pointed out, and are entitled to copyright protection. This is particularly important, he said, in view of the possible advent of television. The broadcaster does not want to collect royalties, but simply desires to be protected against unauthorized use of such material by others, he asserted.

FROM PACKAGE TO OVEN IN NINETY SECONDS

Western Electric
BROADCAST REPRODUCING SYSTEM

RADIO STATION

# BISQUICK

## In 13,272 Wichita Homes in 30 Days

RESULTS, such as those detailed in the following letter from the Red Star Milling Co. (General Mills) are not accidental when KFH is used.

"Thank you for your recent Merchandising Survey Report on Bisquick. It coincides perfectly with our own records in reporting virtual 100% distribution in the Wichita district. This distribution has all been obtained during the thirty day period our programs have been broadcast from your station.

"We also wish to thank you for the hearty cooperation of your entire staff in aiding us to obtain the phenomenal results received from the Bisquick programs over your station. In our experience KFH has proved itself a most excellent medium."

*To prove that they are not accidental, let us send you our "results file," detailing the things we have done for others and can do for you.*

K F H

WICHITA, KANSAS

# YOU CAN BUILD YOUR OWN BROADCASTING CHAIN . . .

THE NEW DAY requires that your advertising dollar be spent where it counts the most. We urge our clients to be guided by their own distribution figures when broadcasting. . . . . Note the scope of the World Broadcasting System. Realize that you can select exactly those stations you want—either complete territories, or one station from each territory, or any combination. And when you build your own chain with the new facilities of the World Broadcasting System you are employing the latest Bell Laboratories' developments perfected after six years of experiment. We will gladly send to Sales and Advertising Executives a booklet telling about this important development. Ask for SELECTIVE BROADCASTING 1932.

Any or all of these stations are available through the facilities of the World Broadcasting System, and are equipped to broadcast by the latest Western Electric method of noiseless recording . . . . . .

**New England**

| | |
|---|---|
| Boston, Mass. | WAAB |
| Boston, Mass. | WBZ |
| Springfield, Mass. | WBZA |
| Boston, Mass. | WEEI |
| Boston, Mass. | WNAC |
| Bridgeport, Conn. | WICC |
| Hartford, Conn. | WDRC |
| Hartford, Conn. | WTIC |
| Portland, Me. | WCSH |
| Providence, R. I. | WEAN |
| Providence, R. I. | WJAR |
| Worcester, Mass. | WTAG |

**Middle Atlantic**

| | |
|---|---|
| Albany, N. Y. | WOKO |
| Atlantic City, N. J. | WPG |
| Baltimore, Md. | WBAL |
| Baltimore, Md. | WCAO |
| Baltimore, Md. | WFBR |
| Buffalo, N. Y. | WGR |
| Buffalo, N. Y. | WBEN |
| Buffalo, N. Y. | WKBW |
| Harrisburg, Pa. | WHP |
| Jersey City, N. J. | WHOM |
| New York, N. Y. | WMCA |
| Newark, N. J. | WAAM |
| Newark, N.J. (N.Y.) | WOR |
| Oil City, Pa. | WLBW |
| Philadelphia, Pa. | WIP, WFAN |
| Philadelphia, Pa. | WLIT |
| Pittsburgh, Pa. | WCAE |
| Pittsburgh, Pa. | KDKA |
| Paterson, N. J. | WODA |
| Rochester, N. Y. | WHAM |
| Rochester, N. Y. | WHEC |
| Scranton, Pa. | WGBI |
| Syracuse, N. Y. | WFBL |
| Washington, D. C. | WMAL |

**South Eastern**

| | |
|---|---|
| Atlanta, Ga. | WSB |
| Birmingham, Ala. | WAPI |
| Charlotte, N. C. | WBT |
| Chattanooga, Tenn | WDOD |
| Columbia, S. C. | WIS |
| Covington, Ky. | WCKY |
| Greensboro, N. C. | WBIG |
| Jackson, Miss. | WJDX |
| Knoxville, Tenn. | WNOX |
| Louisville, Ky. | WHAS |
| Memphis, Tenn. | WMC |
| Memphis, Tenn. | WREC |
| Miami, Fla. | WQAM |
| Miami, Fla. | WIOD |
| Mobile, Ala. | WODX |
| Montgomery, Ala. | WSFA |
| Nashville, Tenn. | WSM |
| Nashville, Tenn. | WLAC |
| Pensacola, Fla. | WCOA |
| Raleigh, N. C. | WPTF |
| Richmond, Va. | WRVA |
| Roanoke, Va. | WRBX |
| Savannah, Ga. | WTOC |
| Tampa, Fla. | WDAE |

**Middle West**

| | |
|---|---|
| Bay City, Mich. | WBCM |
| Chicago, Ill. | WBBM |
| Chicago, Ill. | WCFL |
| Cincinnati, O. | WKRC |
| Cincinnati, O. | WLW |
| Cleveland, O. | WGAR |
| Cleveland, O. | WHK |
| Davenport, Ia. | WOC |
| Des Moines, Ia. | WHO |
| Detroit, Mich. | WJR |
| Detroit, Mich. | WWJ |
| Detroit, Mich. | WXYZ |
| Evansville, Ind. | WGBF |
| Fort Wayne, Ind. | WOWO |
| Indianapolis, Ind. | WFBM |
| Indianapolis, Ind. | WKBF |
| Kansas City, Mo. | KMBC |
| La Crosse, Wis. | WKBH |
| Lawrence, Kans. | WREN |
| Madison, Wis. | WIBA |
| Milwaukee, Wis. | WTMJ |
| Norfolk, Neb. | WJAG |
| North Platte, Neb. | KGNF |
| Omaha, Neb. | KOIL |
| St. Joseph, Mo. | KGBX |
| St. Louis, Mo. | KMOX |
| St. Louis, Mo. | KWK |
| St. Louis, Mo. | KSD |
| Toledo, O. | WSPD |
| Waterloo, Ia. | WMT |
| Wheeling, W. Va. | WWVA |
| Wichita, Kans. | KFH |

**North West**

| | |
|---|---|
| Bismarck, N. D. | KFYR |
| Duluth, Minn. | WEBC |
| Minneapolis, Minn. | WCCO |
| Sioux Falls, S. D. | KSOO |
| St. Paul, Minn. | KSTP |
| Yankton, S. D. | WNAX |

**South West**

| | |
|---|---|
| Amarillo, Tex. | KGRS |
| Beaumont, Tex. | KFDM |
| Dallas, Tex. | WFAA |
| Fort Worth, Tex. | WBAP |
| Harlingen, Tex. | KRGV |
| Hot Springs, Ark. | KTHS |
| Houston, Tex. | KPRC |
| Little Rock, Ark. | KLRA |
| New Orleans, La. | WSMB |
| New Orleans, La. | WDSU |
| Okla. City, Okla. | WKY |
| San Angelo, Tex. | KGKL |
| San Antonio, Tex. | WOAI |
| Tulsa, Okla. | KVOO |
| Wichita Falls, Tex. | KGKO |

**Mountain**

| | |
|---|---|
| Denver, Col. | KLZ |
| Salt Lake City, Utah | KSL |

**Pacific**

| | |
|---|---|
| Hollywood, Cal. | KNX |
| Los Angeles, Cal. | KHJ |
| Los Angeles, Cal. | KFWB |
| Portland, Ore. | KOIN |
| Portland, Ore. | KGW |
| San Diego, Cal. | KGB |
| San Francisco, Cal. | KFRC |
| Seattle, Wash. | KOL |
| Spokane, Wash. | KHQ |

## World Broadcasting System, Inc.

World Broadcasting Building — 50 West 57th St., New York

179 King Street W., Toronto — Baker Hotel, Dallas, Texas

6-242 General Motors Bldg., Detroit

SOUND STUDIOS OF NEW YORK, INC. — WESTERN ELECTRIC LICENSEE

(Subsidiary of WORLD BROADCASTING SYSTEM, INC.)

## Radio In Retail Field

(*Continued from page 7*)

say!! They were swell * * * and still are! I wish I had them here now but they were in the laundry when I left * * *

JEAN: Well, I paid $2.95 apiece for them at our store * * * and today * * * just today there's a special sale of those identical shirts * * * for $1.55 apiece * * * or three for $4.50!

HARRY: Fine! That's great!

JEAN: They really are very good shirts. They're made of a fine, firm quality of broadcloth * * * pre-shrunk. They're well cut and nicely tailored. You can have them with collar attached * * * or not. And besides all that * * * you may have them in the three favorite colors * * * tan, green and blue. They're really an excellent buy!

HARRY: I'll go down and get a bunch right after breakfast * * * and now I'm going after breakfast. Does Calliope make as good biscuits as she used to?

JEAN: Better! (Pause.)

Nice lad, isn't he? I think I'd better go out and have breakfast with him. Incidentally, everything I told him about these shirts is literally true. They're the sort of shirts a discriminating man appreciates. And at three for $4.50 * * * they're a bargain!

### Newspapers Weep in Vain

NOW I DON'T want to give the impression that radio is the only sure-fire medium for advertising or that it is offered as a panacea for our woes and ills. As a supplement to newspaper advertising, which still remains your best medium for direct results, radio, if used correctly, consistently and patiently, can become a healthy, informative, indispensable instrument right in the homes of your customers. Use the newspaper with the radio, refer to your radio programs in the newspaper, refer to your newspaper advertising over the radio; tie them up together. They both have their places, and newspapers who weep over radio's intercession into their field are wasting their tears. Let them acquire radio stations or work with radio stations; there is room for both in America if intelligently operated.

But before radio advertising can take an invincible part in America's merchandising field, it must also clean its skirts of crooners and ballyhoo artists and reiterated advertising sales talk, ad nauseam. People don't want to be hit over the head with headlines or barking announcements. You don't have to be a psychologist. They will listen to a direct, simple appeal told quickly and simply.

**NOW MORE THAN EVER**

It is necessary to employ every ounce of experience and skill to make advertising pay—particularly radio advertising.

A. T. Sears & Son, Inc., make it possible for agencies to offer their clients efficient, effective service on radio accounts, without a dollar additional cost and without adding to their personnel. We maintain up-to-the-minute information on radio stations all over the country . . . on markets . . . and listener habits.

Use this information. Take advantage of Sears' Service; which, for many years, has been recognized as the last word in radio station representation. It includes, if you wish, the complete preparation and production of electrical transcription programs.

**A. T. SEARS & SON, Inc.**
**Radio Station Representatives**
**520 N. Michigan Ave. Chicago, Ill.**
**Offices in Principal Cities**


## What Applicants Should Know

(*Continued from page 9*)

be dealt with by engineers who are experts in their knowledge of radio phenomena and equipment. Testimony with relation to power, type and characteristics of equipment, wave propagation, suitability of the proposed location, etc., may be presented only through expert witnesses.

Hearings on applications for renewals of licenses are of several classes. Such an application may be designated for hearing because the facilities of an existing station have been requested by an applicant for a new station.

Applications for renewal of license are frequently designated for hearing because a licensee has violated or failed to operate substantially in accordance with the law, the regulations of the Commission or the terms of the station's license, or for failure to maintain a standard of operation in keeping with the progress of the broadcasting art or for failure to keep pace with the changing needs and interests of the public. Some of the most common charges are failure to modernize equipment, operation without a licensed operator in charge, deviation from frequency assignment, excess use of power, use of unauthorized equipment, failure to announce properly call letters and mechanical reproductions, etc. The Commission's notice of hearing in such cases contains specifications of the grounds or reasons for setting an application for hearing as well as a blanket clause to the effect that it is not satisfied that public interest, convenience or necessity will be served by the continued operation of the station in question.

In cases of this kind an applicant, in order to obtain a renewal license, must make what may be termed a de novo showing, i. e., in addition to presenting such evidence as will controvert any testimony tending to prove the Commission's charges of improper, negligent or unlawful operation of his station, he must establish such facts with reference to his service, equipment, personnel, programs, talent, financial responsibility, etc., as to warrant a determination by the Commission that public interest, convenience and necessity will be served by the continued operation of his station.

### For Time Allocations

HEARINGS on applications for renewal of license are sometimes held to determine which specific hours should be assigned to each of two or more stations that have been licensed to share time on the same frequency. In such cases a complete showing of the service of each station is usually necessary in order that the hours might be divided according to the service rendered and in the light of the needs of the community served.

The same general rules, of course, apply to hearings on applications for modification of license, the burden of proof being upon the applicant to show his financial and technical ability to effectuate the modification proposed and such other facts which demonstrate that public interest, convenience and necessity would be served by the change in operating assignment requested. Hearings of this kind often assume the proportions of hearings on applications for new stations and the applicant must be prepared to make an equally extensive showing.

In hearings on applications for the Commission's consent to an assignment of license, the legal qualifications of the assignee are often important. There also arise question as to whether a station's service will be maintained at the proper standard by the proposed assignee.

After the filing of the examiner's report with the Commission, a copy is sent by the secretary of the Commission to each of the parties participating in the hearing and any such party may within fifteen days of the mailing of such report file exceptions thereto. Exceptions must point out with particularity the alleged errors in the report and contain specific page references to the transcript of testimony where the evidence relied upon to support the exceptions is found. Exceptions must be accompanied by an affidavit to the effect that copies thereof have been properly served upon all other parties in the case. Oral argument before a quorum of the Commission in support of or in opposition to exceptions may be requested by any party eligible to file exceptions. Such requests must be in writing and, in the case of a party filing exceptions, must accompany the exceptions. Any party desiring to present oral argument in opposition to exceptions must file his request for oral argument not later than five days after the receipt of such exceptions. Requests for oral argument must also be accompanied by an affidavit showing service upon other parties in the case. Oral argument is usually allowed only in cases involving substantial questions of law.

The Commission's decision is rendered upon consideration of the testimony, the examiner's report, the exceptions and the oral argument, if any, and is evidenced by a statement of facts, grounds for decision and order formally adopted and promulgated.

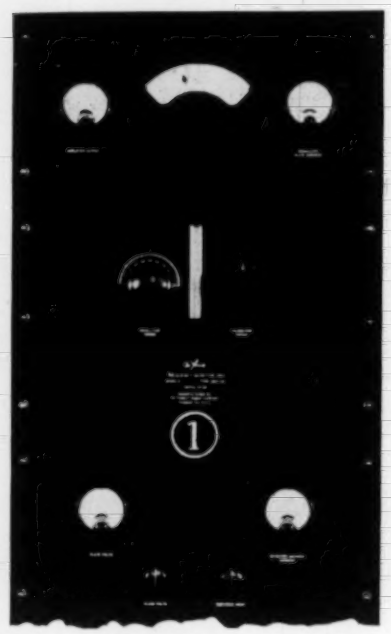
Limited as has been this brief analysis, it appears that there has been evolved an orderly procedure for the handling of applications in a formal and efficient manner as nearly analogous as possible to proceedings in courts of the United States and consistent with the peculiar needs and requirements of this new and technical field of jurisprudence. The object is an orderly and safe method of arriving at the facts with adequate opportunity to all parties in interest to be heard and with the ultimate aim of determining what course of action will best promote public interest and convenience and serve public necessity.

## About Trade-Marks

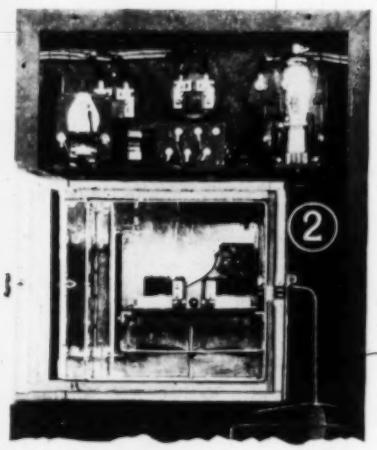
A PAMPHLET entitled "General Information About Protection of Trade-Marks, Prints and Labels" is available free of charge at the office of the Commissioner of Patents, Washington, D. C.



XUM



Upper portion of DeForest Frequency Monitor unit, showing special frequency indicating meter.



Crystal oven of DeForest Frequency Control unit, showing grouping of members and air-circulating fan.

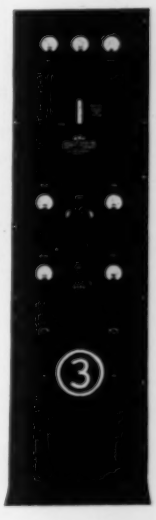
# Look for these Frequency Control Refinements!

ALTHOUGH claims and appearances tend to standardize frequency control equipment, in actual practice there may be a vast difference. Therefore, if you seek not only to meet but actually to excel the requirements of General Orders 116 and 119, look for such added refinements as:

1. Constant reading frequency indicating meter, readily read from almost any angle and part of control room because of large dial. Meter must be compensated for ambient temperature so as to be free from temperature variations. Should be controlled by frequency alone and absolutely independent of voltage fluctuations.

2. Thermostat and thermometer must not only be grouped together with the crystal but also in direct metallic contact with the crystal so as to operate in unison for the common temperature. This arrangement assures taking into account the heat generated by the crystal itself. Air in crystal chamber must be kept in constant circulation.

3. Equipment should be mounted on standard rack to match other transmitting equipment and not in small box placed on table where it is certain to be in way. Also, it should require no changes in the transmitter.



These and other refinements, added to designs and specifications of the Radio Research Company of Washington, D. C., together with DeForest tubes matched to circuits at the factory and thoroughly tested for the particular installation, spell DeForest Frequency Monitoring and Frequency Control units custom-built to your requirements.

Technical data on DeForest frequency control units and the complete line of DeForest transmitting and amplifying equipment will be sent to anyone writing on firm letterhead. Also literature on DeForest Audions—tubes for every transmitting, receiving, industrial, laboratory and scientific need.

de Forest
(AUDIONS)
RECEIVING AND TRANSMITTING TUBES

DE FOREST RADIO COMPANY
PASSAIC, NEW JERSEY

# ACTIONS OF THE
# FEDERAL RADIO COMMISSION
## FEBRUARY 16 to FEBRUARY 27 INCLUSIVE

## Applications . . .

### FEBRUARY 16

WAIU, Columbus, O.—License to cover CP granted 1-15-32 for change in equipment.

WFBG, Altoona, Pa.—Modify CP granted 11-3-31; extension of completion date from 2-19-32 to 5-19-32.

WTEL, Philadelphia—Letter from applicant advises that application dated 1-15-32 was filed to request that WCAM be required to enter into a time sharing agreement with WTEL and WHAT so that Rules 155 and 156 may apply to all stations.

WRBQ, Greenville, Miss.—License to cover CP granted 4-17-31 for change equipment.

WCSC, Charleston, S. C.—Voluntary assignment of license to South Carolina Broadcasting Co., Inc.

WKBS, Galesburg, Ill.—License to cover CP granted 4-17-31 for change equipment.

KWCR, Cedar Rapids, Ia.—Modification of license to change from 1310 kc. specified hours to 1420 kc., unlimited hours, (exchange facilities with WIAS.)

WIAS, Ottumwa, Ia.—Modification of license to change from 1420 kc. unlimited hours to 1310 kc., time not used by KWCR, (exchange facilities with KWCR.)

KVOA, Tucson, Ariz.—Modification of license to change from specified hours to unlimited.

KGW, Portland, Ore.—Install automatic frequency control.

KFOX, Long Beach, Cal.—Install automatic frequency control.

KOA, Denver—Modify CP for 50 kw.; requests approval of proposed equipment and transmitter site 10 miles east of Denver.

NEW, Glendale, Cal.—CP to use 650 kc. 250 w., D. (facilities of KGIX.)

KFBB, Great Falls, Mont.—CP to make changes in equipment.

NEW, Rapid City, S. D.—CP amended to request unlimited time except four hours daily for WCAT (instead of one-half hour daily for WCAT.)

Applications returned: WTSL, Laurel, Miss.—Voluntary assignment of license to Laurel Broadcasting Co.; NEW, Charleston, S. C.—CP for new station on 1360 kc.; KFXJ, Grand Junction, Col.—Modification of license for increased hours.

W2XDV, New York—License covering CP for 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above 50 w.

### FEBRUARY 17

WNBX, Springfield, Vt.—CP to change from 1200 kc. 10 w., share with WCAX to 1260 kc. 250 w., D., and install new transmitter.

WEAN, Providence, R. I.—Modification of license to change from 250 w., 500 w. LS, to 500 w. day and night on experimental basis.

WHAZ, Troy, N. Y.—License to cover CP granted 5-15-31 for change in equipment.

WGCM, Gulport, Miss.—CP to install new transmitter and change from 1210 kc. 100 w., unlimited to 590 kc. 1 kw., D.

KGFI, Corpus Christi, Tex.—CP to make changes in equipment.

WLBC, Muncie, Ind.—Modification of license to change from sharing with WJAK to simultaneous D. operation, share with WJAK at night.

KPO, San Francisco—Modification of CP for 50 kw.; requests approval of proposed transmitter site near San Mateo, Cal., and proposed 50 kw. equipment.

W2XAR, Jersey City, N. J.—Renewal of visual broadcasting license for 2000-2100 kc. 250 w.

### FEBRUARY 18

W2XAG, Schenectady—Renewal of special experimental license for 660, 790 kc. 50 kw. (p.m.) 200 kw. (a.m.).

### FEBRUARY 19

NEW, New York—CP to use 1350 kc. 250 w., time used by WBNX.

WBRC, Birmingham, Ala.—Install automatic frequency control.

NEW, Oklahoma City, Okla.—CP to use 620 kc. 10 w., D.

KFJB, Marshalltown, Ia.—Modification of license to change from specified hours to unlimited.

WHBU, Anderson, Ind.—CP to move locally amended to request changes in equipment also.

KFMX, Northfield, Minn.—Modification of license to increase hours of operation (facilities of WRHM.)

WMBH, Joplin, Mo.—CP to make changes in equipment.

KFDY, Brookings, S. D.—License to cover CP granted 9-1-31 for changes in equipment.

### FEBRUARY 25

WCAC, Storrs, Conn.—Modification of license for change in specified hours.

WOCL, Jamestown, N. Y.—Install automatic frequency control.

WICC, Bridgeport, Conn.—Modification of license for change in specified hours.

WIBG, Elkins Park, Pa.—CP for new transmitter and increase power from 25 w. to 100 w.; also move main studio from Elkins Park to Glenside, Pa.

WJAY, Cleveland—At request of applicant this application which was reported 2-6-32, report No. 398, has been associated with and made amendment to 2-ML-B-917 which was reinstated to the hearing docket 2-8-32.

WSB, Atlanta—Modification of CP for 50 kw.; requests approval of proposed transmitter.

NEW, Decatur, Ala.—CP to use 1420 kc. 15 w., unlimited time.

WBT, Charlotte, N. C.—Modification of CP for 25 kw.; requests approval of proposed transmitter.

WWNC, Asheville, N. C.—CP to install new transmitter.

WCAL, Northfield, Minn.—Modification of license to increase hours of operation (facilities of WRHM.)

WIBW, Topeka, Kans.—License to cover CP granted 5-8-31 for change equipment.

KGBX, St. Joseph, Mo.—CP to move station from St. Joseph to Springfield, Mo.

KGGF, South Coffeyville, Okla.—Modification of license to move main studio from South Coffeyville to Coffeyville, Kans.

KGHL, Little Rock, Ark.—Install automatic frequency control.

KRKD, Los Angeles—License to cover CP granted 11-13-31, for local move and changes in equipment.

KSEI, Pocatello, Idaho—CP amended to request 250 w. 500 w. LS instead of 250 w. 750 w. LS.

KGEW, Fort Morgan, Col.—Modification of CP granted 11-20-31; requests extension of commencement and completion dates to 2-8-32 and 6-8-32 respectively.

KID, Idaho Falls, Idaho—Modification of license to increase power from 250 w. 500 w. LS to 500 w. day and night, and hours of operation from sharing with KTFI to unlimited on 1320 kc.

KMPC, Beverly Hills, Cal.—Modification of CP to extend completion date to 4-1-32.

KLS, Oakland, Cal.—CP to make changes in equipment.

Applications returned: NEW, Steubenville Broadcasting Co., Steubenville, O.—CP for a new station on 1420 kc.; WJBW, New Orleans—CP to move locally and change equipment; NEW, F. A. Martin & William Ross, San Antonio, Tex.—CP for a new station on 1050 kc.; KGNF, North Platte, Neb.—Modification of license to increase power to 1 kw.; NEW, Mount Vernon, Ill.—CP for new station on 1310 kc.

### FEBRUARY 27

WEVD, New York—Requests extension of expiration of CP to May 1, 1932.

WEBR, Buffalo—Modification of license to increase power from 100 w. to 200 w. LS, to 100 w. to 250 w. LS.

NEW, Steubenville, O.—CP to use 1420 kc., 100 w., unlimited time.

WALR, Zanesville, O.—CP amended as to equipment and to request transfer and studio location at 434 Main St., Zanesville.

KCMC, Texarkana, Ark.—Modification of CP granted 12-22-31 requesting approval of transmitter location at 2600 Locust St., instead of 3rd and State Line Ave., Texarkana; also license to cover 3-P-B-2421 granted 12-22-31 to move station from Tupelo, Miss., to Texarkana and change frequency from 1500 kc. to 1420 kc.

KARK, Little Rock, Ark.—CP to change equipment and increase power from 250 w. to 500 w.

NEW, Indianapolis—CP to use 1310 kc., 30 w., unlimited time.

## Decisions . . .

### FEBRUARY 16

WOV, New York—Granted CP to make changes in equipment and install automatic frequency control.

KGU, Honolulu—Granted CP to make changes in equipment change frequency from 940 to 750 kc. power from 1 kw. to 2½ kw. and time from unlimited to limited on experimental basis.

WBHS, Huntsville, Ala.—Granted modification of CP to extend completion date of CP from Jan. 4, 1932, to 90 days after Feb. 16; also to change type of equipment.

KERN, Bakersfield, Cal.—Granted license covering installation of new equipment and removal of station from Santa Monia to Bakersfield, 1200 kc. 100 w., unlimited time.

WDBO, Orlando, Fla.—Granted modification of license to increase hours of operation from specified hours to unlimited; decrease power from 500 w. night 1 kw. LS to 250 w.

**GLOSSARY**

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.
Ex. Rep.—Examiner's Report.
G.O.—General Order.

KGFX, Pierre, S. D.—Granted modification of license to change frequency from 580 to 630 kc.

Stations granted temporary license subject to such action on their pending applications for renewals: WMCA, New York; WNYC, New York; KARK, Little Rock, Ark.; and KXA, Seattle.

KMTR, Los Angeles—Granted temporary license pending Commission's decision as a result of investigation now being conducted with respect to type of programs broadcast over this station.

WMT, Waterloo, Ia.—Granted temporary license and designated application for renewal for hearing because of request to remove transmitter to Des Moines and change power.

Applications for renewal set for hearing because their facilities have been applied for: WCDA, New York; WNBR-WGBC, Memphis; and KGDA, Mitchell, S. D.

Set for hearing: WAAB, Boston—Requests modification of license to increase D. power from 500 w. to 1 kw.; WMT, Waterloo, Ia.—Requests CP to move transmitter from near Waterloo to 5 miles south of Des Moines; to move studio from Waterloo to Des Moines, and change power from 250 w. and 500 w. experimental to 500 w.; also to utilize a special antenna system.

WOR, Newark, N. J.—Given 30 days extension of time in which to select a site and show evidence that they have purchased a transmitter.

### FEBRUARY 19

WDOD, Chattanooga, Tenn.—Granted CP to make changes in equipment and increase maximum rated power from 2½ kw. to 5 kw.

WHO-WOC, Des Moines—Granted modification of CP approving transmitter site to one mile south of Mitchelville, Ia.

KIDO, Boise, Idaho—Granted authority to install automatic frequency control.

KGGM, Albuquerque, N. M.—Granted authority to install automatic frequency control.

WAAM, Newark, N. J.—Granted authority to operate with 1 kw. day and night until March 7.

KSL, Salt Lake City—Granted 15 days extension within which to comply with Provision 5 of the new CP granted Nov. 17, 1931.

KVOO, Tulsa, Okla.—Granted 30 day extension of time within which to comply with Provision 3 of CP for 25 kw. issued Nov. 17, 1931.

WSB, Atlanta, Ga.—Granted 30 day extension of time within which to comply with Provisions 3, 4 and 5 of CP for 50 kw. issued Nov. 17, 1931.

W8XX, E. Pittsburgh, Pa.—Granted CP to change location to 1.2 miles south of Saxonburg, Pa., and make changes in equipment.

NEW, Chicago—Granted CP, general experimental service, 60000-400000 kc., 15 w.

Set for hearing: WCOA, Pensacola, Fla.—Renewal of license because station's facilities have been applied for; KGRS, Amarillo, Tex.—Renewal of license because station's facilities have been applied for; KFXY, Flagstaff, Ariz.—Requests CP to change location from Flagstaff to Yuma, Ariz.

WCAC, Storrs, Conn.—Granted authority to operate from 2:30 p.m. to 4 p.m., Feb. 20, provided WICC remains silent.

WKSV, Connersville, Ind.—Granted authority to operate from 2 to 4 p.m. March 12 .

NEW, Isle of Dreams Broadcasting Corp., Miami Beach, Fla. (Ex. Rep. 299)—Granted CP for relay broadcasting service to operate part time on frequency 6040 kc., reversing Examiner E. W. Pratt.

WCSH, Portland, Me. (Ex. Rep. 305)—Granted increase in D. power from 1 kw. to 2½ kw.; night power of 1 kw. unchanged, reversing Examiner E. W. Pratt.

NEW, Americus, Ga. (Ex. Rep. 307)—Granted CP for new station to operate on 1420 kc., 100 w., D. only, reversing Examiner R. L. Walker.

WMBR, Tampa, Fla.—Granted renewal of license to operate on 1370 kc. ,100 w., unlimited time, sustaining Examiner R. L. Walker.

NEW, Radio Vision Co., Pittsburgh, Pa. (Ex. Rep. 315)—Denied CP for experimental television station, sustaining Examiner Ellis A. Yost.

WHDL, Tupper Lake, N. Y. (Ex. Rep. 317)—Granted renewal of license to operate on 1420 kc., 10 w., D. hours, terminating existing temporary license and revoking order of revocation, sustaining Examiner R. H. Hyde.

WISN, Milwaukee (Ex. Rep. 321)—Granted renewal of license, 1120 kc., 250 w., hours of operation: those not used by station WHAD outlined below, sustaining Examiner E. W. Pratt.

WHAD, Milwaukee—Granted renewal of license, 1120 kc., 250 w., hours of operation: 9:30 to 10:15 a.m. each day of the week; 3 to 4 p.m. each day of the week; 8:30 to 9 p.m. Monday, Tuesday and Wednesday; 8:30 to 9:30 p.m. Thursdays, and 8:30 to 11 p.m. Fridays, sustaining Examiner E. W. Pratt.

### FEBRUARY 23

KGIR, Butte, Mont.—Granted modification of license to increase hours of operation from one-half time to unlimited.

WPI, Memphis, Tenn.—Granted modification of CP authorizing installation of new 500 w. high frequency transmitter at land station in Memphis.

KFYO, Abilene, Tex.—Granted CP to move studio and transmitter from Abilene to Lubbock, Tex., and change frequency from 1420 to 1310 kc.

KTAB, San Francisco—Granted temporary license subject to the Commission's decision with respect to investigation now being conducted as to type of programs being broadcast.

Set for hearing: WMBH, Joplin, Mo.—Granted temporary license and designated application for hearing because station's facilities have been applied for; WIP, Philadelphia—Request modification of license to increase operating power from 500 w. to 1 kw.; WFAN, Philadelphia—Request modification of license to increase power from 500 w. to 1 kw.; KGGC, San Francisco—Requests modification of license to increase hours of operation from sharing with KFQU to unlimited.

### FEBRUARY 26

KWCR, Cedar Rapids, Ia.—Granted license covering changes in equipment and moving of station locally; 1310 kc., 100 w., specified hours.

WIBW, Topeka, Kans.—Granted license covering changes in equipment, 580 kc., 1 kw, power, shares with KSAC.

KFDY, Brookings, S. D.—Granted license covering changes in equipment, 550 kc., 1 kw., share with KFYR.

WHBU, Anderson, Ind.—Granted CP to move transmitter and studio locally in Anderson.

WREN, Lawrence, Kans.—Granted permission to move from Lawrence to Tanganoxie, Kans.

W2XDV, New York—Granted general experimental license.

WEAO, Columbus, O.—Existing license extended to 3 a. m., EST, April 1, 1932.

WKBN, Youngstown, O.—Existing license extended to 3 a. m., EST, April 1, 1932.

WLAP, Louisville, Ky.—Time to conduct experiments on frequency 1010 with 250 w., using directional antenna, between hours of midnight and 6 a. m., extended to April 1, 1932. Hearing set for March 7 continued.

KFAB, Lincoln, Neb.—Granted 30 days extension of time to construct new 25 kw. transmitter.

WCAC, Storrs, Conn.—Authorized to operate from 8:15 a. m. to 9:45 p. m., EST, Feb. 27, provided WICC remains silent.

KGCX, Wolf Point, Mont.—Authorized to operate from 3 to 4:30 p. m. and 9 to 10 p. m., Feb. 25, and from 9 a. m. to 12 noon and 9 to 10 p. m., Feb. 26.

NEW, First Natl. Television Corp., Kansas City, Mo.—Hearing scheduled for Feb. 26 continued to March 8.

Applications dismissed: The following applications were dismissed at applicants' request: WCAX, Burlington, Vt.—CP, 1340 kc., 250 and 500 w. unlimited; NEW, Jacob Rosenbaum and David Patasnik, Brooklyn, N. Y.—CP, 2752-2848, 2050-2150, 1600-1700 kc., certain specified hours (television); NEW, Voice of the Blue Grass, Owensboro, Ky.—CP, 940 kc., 1 kw., divide with WFIW, Hopkinsville, Ky.

W2XAG, Schenectady, N. Y.—Granted renewal of special experimental license.

WFEA, Manchester, N. H.—Test period extended to March 1.

Renewal of licenses—The following stations were granted regular renewals: WCAC, Storrs, Conn.; WIBW, Topeka, Kan.; KFDY, Brookings, S. D., and WKAQ, San Juan, P. R.

KTM, Los Angeles—Granted temporary license, subject to the Commission's decision as result of the investigation now being conducted with respect to type of programs broadcast.

WWNC, Asheville, N. C.—Granted temporary license subject to such action as the Commission may take on licensee's pending appeal for renewal.

KGFX, Pierre, S. D.—Existing license extended to 3 a. m., EST, May 1, 1932.

KUSD, Vermillion, S. D.—Existing license extended to 3 a. m., EST, May 1, 1932.

Set for hearing: KVOA, Tucson, Ariz., requests modification of license to increase hours to unlimited; KFWI, San Francisco, requests modification of license to increase power from 500 w. night to 500 w., 1 kw. LS.

Action on Examiners' Reports:

KGW, Portland, Ore. (Ex. Rep. No. 316)—Denied CP to increase power from 1 kw. to 5 kw., sustaining Examiner Pratt.

WJR, Detroit, and WGAR, Cleveland (Ex. Rep. No. 319)—Granted CP's for visual broadcasting service, sustaining Examiner E. W. Pratt.

## Examiners' Reports . . .

WMPC, Lapeer, Mich., and NEW, Edmund J. Meurer, Mt. Clemens, Mich.—Examiner Walker recommended (Report 333; Dockets 1432 and 1431) that WMPC be denied renewal of license with unlimited time because it has operated on average of less than 12 hours a day and that it be given following schedule: 10 a.m. to 2 p.m. and 3:30 to 6 p.m., daily except Saturday; 7 to 10:30 p.m., Monday, Tuesday, Wednesday and Friday; 7:30 to 11 p.m., Sunday. Examiner recommended Meurer application be denied.

NEW, Owosso Broadcasting Co., Owosso, Mich.—Examiner Hyde recommended (Report 334; Docket 1420) that application for CP to use 830 kc. 1 kw., D. be denied because of inadequate financing plan.

WABI, Bangor, Me.—Examiner Walker recommended (Report 335; Dockets 1233 and 1446) that the application of Pine Tree Broadcasting Corporation for renewal of license be denied and that application of First Univeralist Society of Bangor, Me., for involuntary assignment of license be denied. Examiner found former applicant insolvent and that latter broadcast an average of 12 hours a week when operating WABI for limited time.

WFVD, Rome, Ga.—Examiner Walker recommended (Report 336, Docket 1457) that application for modification of license be granted to authorize operation on 1500 kc. with the following specified hours: daily except Sunday, 6 a. m. to 9 a. m., 12 n. to 3 p. m., 6 p. m. to 9 p. m.; Sunday, 9 a. m. to 3 p. m. and 6 p. m. to 9 p. m.

WMCA, WNYC and WPCH, all of New York—Chief Examiner Yost (Report 337; Dockets 1337, 1341 and 1416) made the following recommendations: that applications of WMCA and WNYC for renewal of license to operate with 500 w. on 570 kc. and to share time be granted (WNYC—daily except Sunlay, 6 a.m. to 3 p.m. and 7 p.m. to 9:30 p.m.; WMCA—daily except Sunday, 3 p.m. to 7 p.m. and 9:30 p.m. to 12 midnight, and Sunday, 6 a.m. to 6 p.m. and p.m. to 12 midnight) and that application of WPCH for shift from 810 kc. to sharing 570 kc. with WMCA be denied.

NEW, Eastern Ohio Broadcasting Co., New Philadelphia, O.—Examiner Walker recommended (Report 338; Docket 1456) that application for CP on 850 kc., 500 w., limited time, be denied as in default because of illness of one of applicants.

## Commission Changes Due

REALIGNMENT of the Legal Division of the Radio Commission will follow confirmation by the Senate of Col. Thad H. Brown's nomination as second zone commissioner. It is expected that Col. Brown's post as general counsel will be filled by Duke M. Patrick, assistant general counsel.

Succeeding Mr. Patrick likely will be Elmer W. Pratt, attorney-examiner, who has been with the Commission in a legal capacity almost since its creation and who was its first attorney. Mr. Pratt's post as examiner, it is believed, will not be filled because of the decreased number of hearings docketed in recent months. Moreover, it will enable the Commission to conserve its appropriations, in line with the Hoover economy drive.

Mr. Patrick for the last two years has handled the Commission's court work. His record in appeals cases before the Court of Appeals of the District of Columbia has been imposing, and it is more than likely that his appointment will be by unanimous vote. The general counselship pays $10,000—the same as the salary drawn by commissioners. The three assistant general counsel, draw $7,500 annually.

## WJR-WGAR Television

SUSTAINING Examiner Elmer W. Pratt, the Radio Commission Feb. 27 granted the television applications of WJR, Detroit, and WGAR, Cleveland, owned by the same interests. The former will operate two stations, one in the continental band 2,000 to 2,100 kc., and the other in the ultra-high frequencies, each with 200 watts. WGAR will maintain operations in the ultra-high frequencies with one 200 watt station.

### Washington Visitors*

G. A. Richards, WJR, Detroit, WGAR, Cleveland
R. C. Jackman, WREN, Lawrence, Kan.
H. K. Carpenter, WPTF, Raleigh, N. C.
J. R. Weatherspoon, WPTF, Raleigh, N. C.
Gene Buck, American Society Composers, Authors and Publishers, New York
Frank W. Wozencraft and W. W. Clark, RCA-Victor, New York
J. L. M. Smith, WBIG, Greensboro, N. C.
Matilda C. Snence, educational research, CBS, New York
Charles G. Unger, WCGU, Brooklyn, N. Y.
E. E. Hill, WORC, Worcester, Mass.
E. N. Nockels, WCFL, Chicago
Walter C. Bridges, WEBC, Superior, Wis.
Loyd Briggs, RCA, New York
A. L. Miller, WELL, Battle Creek, Mich.
Rev. C. A. Musselman, WSAN-WCBA, Allentown, Pa.
Ted Husing, CBS, New York
Charles Richardson, WDBJ, Roanoke, Va.
Miss Alice Keith, CBS, New York
Frank R. Doherty, KMTR, Los Angeles
Joseph Fairchild, WSYB, Rutland, Vt.
John Royal, NBC, New York
James Godkin and Mr. Teske, WDBJ, Roanoke, Va.
Dr. W. W. Charters and Dr. F. H. Lumley, WEAO, Columbus, O.
E. C. Blom, public school radio, WHAS, Louisville
B. H. Darrell, Ohio School of Air, WLW, Cincinnati
Bruce E. Mahan, WSUI, Iowa City, Ia.
Dr. R. P. Raup, American Historical Society (radio study), New York

** A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *February* 16-27.

## Regulating the Ear

Editor's Note.—Congressman Amlie's bill to bar commercial broadcasts on Sundays apparently did not "sit well" with his own constituency. This pointed editorial discussion of his effort to impose blue laws upon radio is by the editor of the JANESVILLE (Wis.) DAILY GAZETTE, who is also manager of that newspaper's radio station, WCLO.

By STEPHEN BOLLES

LIKE ALL Congressmen when new on the job, Thomas R. Amlie has the urge to regulate something. Mr. Amlie is a radio fan. Hence his desire to have programs come under government supervision so that he can have what he wants when he wants it. If we can regulate radio programs by government and ear we may also have a commission to regulate church music programs, 4-H club offerings in the way of entertainment, what the vaudeville stage offers, how long the preacher may preach and when and how, and all the other things which have to do with public contact in speaking or singing.

Before Mr. Amlie regulates the radio he should offer a preliminary resolution compelling all persons between the ages of seven and 99 to listen to a broadcasting program for three hours a day. When listening-in on radio programs is compulsory then he may regulate the programs. One is as silly as the other if not more so. What has the government got to do with whether the person likes the "Mule Skinners," Wayne King or the Rev. Dr. Coughlin? What has Mr. Amlie got to do with the fact that people differ as to Seth Parker or Bing Crosby? The commission from heaven direct to the member from the First district to have things his own way and laws made for these things is not recognized by the common earth people with whom he deals.

Radio will regulate itself. One does not have to listen to tooth paste nor cigarettes if he so chooses. Nothing was ever invented for man's perfect convenience and selection like the radio. If one sits in the gallery at Washington he must listen to a lot of hooey from Congressmen. But he can and may walk out. So he can on radio. Paul Whiteman said the other day that the day of the croon singer was over and done with. The public has seen to that. The "fan" mail tells any station what is wanted. The newspaper paragraphers can do more in a day than would all the legislation Mr. Amlie can introduce to regulate programs.

We regulate bed sheets. We regulate cracks in dishes. We regulate bath tubs. We regulate electric wiring. We regulate maternity. We regulate labor. We regulate fishing and hunting. We regulate food and drink. We print magazines and bulletins about everything from door knobs to sanitary appliances. We have inspectors and experts and we allow the government to gnaw holes in fifty million pocket books already flattened by disuse. Now we are to get regulated as to what we shall hear. How will this work? A radio station wants to present the Stabat Mater. It asks one of Amlie's inspectors if it may. He never heard of such a thing and thinks it is something good to eat. The inspector has been appointed because he can deliver nine votes from the second precinct of the 99th ward to La Follette or Amlie or who have you. His range of musical education starts with "On Wisconsin" and ends with "Sidewalks of New York." So he wires the Central Radio Inspection and Censorship officer at Washington. The boss is over at the Willard eating with a delegation from Mexico and putting it on his expense account. Finally a day after the Stabat Mater was to have been presented a questionnaire is received from Sol Bloom, head of the Artists and Composers association for gathering in cash and the station presents something else.

Nothing quite so assinine has been presented even in the Oklahoma or North Dakota legislatures as this Amlie radio regulation bill. It is a part of that same political philosophy that has taxed the states and nations to death. Disservice and service—regulation by statute when it ought to be done by private understanding and weight of public opinion. That is why we stagger under tax burdens.



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BROADCASTING
NAT'L PRESS BLDG., WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE

## 100-Watt Station Pays

*(Continued from page 13)*

perience will be of value to other small station owners. But I do know that the experiences of KGFJ at least have demonstrated to us that a little station can make money and at the same time provide worth while programs even in a large metropolis where competition is keen."

The 25-year-old station owner does not spend all his time at his own transmitter. But, like the letter carrier who goes for a walk on a Sunday, he has radio as a hobby. He has a 500-watt short wave transmitter located in Duke Hancock's house. A remote line runs to Ben's home and they can transmit from either point on their W6OG. The station was in constant communication with the Byrd party at the South Pole.

He has a power cruiser called "The Broadcaster" on which is located W6GY, a portable outfit. It is used on the cruiser or on his high-powered automobile when they are stationary, that is, when the boat is anchored or the car is motionless. When away from home he transmits from W6GY to W6OG.

So radio is a part and parcel of young McGlashan's everyday life. Perhaps his experience and his "ten commandments" would be just as well suited to small stations everywhere whether located in Maine or Florida, in Oregon or Michigan.

## "The Radio Fan"

NEW YORK CITY'S newest program paper, announced as taking "a leaf from the newspaper fight on radio," is the RADIO FAN, first issue of which appeared Feb. 21. It has an attractive tabloid format and is published by L. A. Nixon, with J. L. McGoldrick as managing editor, at 1265 Broadway.

**PROFESSIONAL DIRECTORY**

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*Field Intensity Surveys*
*Allocation and Station Management Problems*

# The Other Fellow's Viewpoint...

## Transcriptions

To the Editor of BROADCASTING:

The electrical transcription survey for which Batten, Barton, Durstine & Osborn are responsible (reviewed in the February 15 issue of this publication) is a painstaking and praiseworthy piece of work and, in my opinion, congratulations are in order. They are hereby tendered.

The conclusions drawn by the report are irresistible, but, curiously enough, the premises from which those conclusions are drawn, are incomplete.

The survey lists five general classifications of advantages in favor of electrical transcriptions, presumably as against chain broadcasts. But the list does not include three very definite and important advantages which are certainly just as important as those which it does list.

One is that this method of broadcast enables the advertiser to overcome the handicap of geographical time-changes. While this is important at any time, it is especially important when applied to the ever-growing number of morning broadcasts. A nation-wide chain advertiser who is fortunate enough to secure the hour of 10:30 a. m. in New York, is so unfortunate as to have his message broadcast on the Pacific Coast at 7:30 a. m. and, during the operation of daylight saving, which does not apply on the coast, at 6:30! Faced with a situation such as this, the advertiser, if he insists on "going chain," is faced with two alternatives; one is to pass up his western broadcasts and use some other means of reaching that vast market, and the other is to broadcast his message twice—a la Amos 'n' Andy and a few others—of course at considerably increased expense.

Because an electrically transcribed program is an individual release by each individual station, the most desirable available time can be scheduled in each locality.

Another important entry omitted from the credit side of the transcription account in the B.B.D.O. Survey is based on the obvious fact that any telephone hook-up must of necessity be a mixture of strong and weak stations. With three major chains having an outlet in every important market area, there can be no possibility of each chain using the dominant station in any given area. Even a casual study of the lists of stations affiliated with the various chains demonstrates this point beyond cavil. Chain "A" may release its programs over the dominant station in the Pittsburgh area, but the Chain "B" station dominates in Philadelphia, while the Chain "C" station dominates in Cleveland. No chain—not even a broadcasting chain—is any stronger than its weakest link. The very fact that there are three chains, predicates beyond argument that in some territory each chain is using the third station in point of popularity.

By the electrical transcription method, the advertiser is enabled to schedule the dominant station in each territory he wishes to reach and, what is equally important, to stay out of those territories which he does not wish to reach. The enforced use of arbitrary groups of stations is as illogical and anachronistic as compelling an advertiser to use all the Scripps-Howard or Hearst newspapers, just because he can profitably use two or three of them!

There is one other advantage which is of equal importance at least, with any of the others. And that is the tremendous factor of "staggered" broadcasts. On any reasonably sized schedule of stations, it is possible for the electrically transcribed program to be released in every major marketing area, four, five, six, or seven times a week without any greater expenditure than is involved in one nation-wide broadcast. This is indeed making one dollar do the work of several. Almost every transcription program is released in this way (there have been a few notable exceptions, which, however, were mainly "stunts") which in itself is sufficient proof, if any were needed, of its definite advantage over the chains' necessarily simultaneous releases at all points.

PERCY B. BROWN,
Brown & Hart, Inc.,
New York City.

Feb. 17, 1932.

**CLASSIFIED ADVERTISEMENTS**

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

**For Sale**

Owner's 100% interest in Radio Station; 100 watts; very reasonable. Address Box 11, c/o BROADCASTING.

## Second Hollywood News Disk Set in Production

"RADIO News Reel of Hollywood," spotted on about 30 stations throughout the country, has gone into production for the second set of 26 transcriptions. The first 26 were done last spring on the First National-Warner Brothers lot. The entire 52 weekly transcriptions will run on the original station schedule, according to reports from the New York office of Batten, Barton, Durstine and Osborn, Inc., handling the account for the recent merger of Standard Oil of New York and Vacuum Oil Co.

The series attempts to portray actual life in picture studios. Commercial announcements are made only at the start and finish of the 15-minute feature. The series is woven around assignments of a newspaper reporter. Each transcription opens in the news office and fades into the Hollywood locale. Scenes are laid in the lots, on location, production units, in cutting room, with scouting parties, and in the casts are George Arliss, John Barrymore, Richard Barthlemess and other stars.

## SERVING AMERICA'S GREAT CENTRAL MARKET

## WMAQ SERVES A MARKET WORTH REACHING

U. S. Census Reports show:

### Metropolitan Market

5,000,000 population within 50 mile radius of WMAQ
3,200,000 listeners within 50 mile radius of WMAQ

### Primary Market*

10,800,000 population in WMAQ's primary sales area
6,300,000 listeners in WMAQ's primary sales area

### Major Market*

23,300,000 population in WMAQ's zone of major influence
12,200,000 listeners in WMAQ's zone of major influence

* Based on mail returns

670 Kcs.
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# WMAQ

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400 W. Madison St.
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